BROADCASTING
TELECASTING

TECHNOLOGY DEPARTMENT

PUBLIC LIBRARY
MAY 10 1949
DETROIT

DEPT. LIBR.
CHICAGO PUBLIC LIBRARY
TAMM AUDITORIUM
ROOM 1

WOR

—the station that sells more at less cost

than any station of equal power

anywhere

OUR 25TH ANNIVERSARY YEAR

WLS PROTECTED THEIR YOUNGSTERS WITH 1936 BLIZZARD WARNING

WARN

WARNING ··· WARNING ··· WA

● Mr. and Mrs. Velma Wikoff, who farm 160 acres near Maroa in Macon County, Illinois, remember WLS particularly because of our weather service. It was in the severe winter of 1936 that Mr. Wikoff heard a blizzard warning on WLS, hitched up the team and drove to school in time to bring the Wikoff youngsters home safe through a sudden blinding blizzard that would have been dangerous to anyone on foot.

It was because the Wikoff family *depended* on WLS that they were tuned in for this one storm warning that may well have saved lives. From the first days of WLS in April, 1924, the station's dynamic aim has always been to render *real* service—service that fills a vital need. So weather reports, like markets, have been given right of way in any emergency situation—and have been scheduled frequently enough to serve both farm and city folks all over the wide Midwest area covered by the 50,000-watt clear channel WLS signal.

Today's weather on WLS is a complete service to listeners in Chicago and the four-state marketplace around it. From 5 in the morning on, temperature and humidity come on every station break. At 5:55 a.m., a complete four-state forecast and weather analysis comes by direct wire from the U. S. Government Weather Bureau. This same service is repeated with up-to-the-minute changes at 6:55 and 7:55. Noontime brings another complete weather forecast for the four-state region, and each newscast covers essential weather information.

Services like this—begun in 1924—maintained, increased and modernized ever since—account for the large number of listeners who keep their dials at 890 most of the time. They *depend* on WLS for both needed service and down-to-earth entertainment. This faith in a radio station—25 years in the building—is translated into faith in our advertisers, too—a faith that means increased sales and customer goodwill among 14,000,000 people in four great states.

A Clear Channel Station

WLS

The PRAIRIE FARMER STATION

CHICAGO 7

890 KILOCYCLES · 50,000 WATTS · ABC AFFILIATE

REPRESENTED BY JOHN BLAIR AND CO.

"GOTTA GET MORE TRACTORS!"

When it comes to big-money farmin', our Red River Valley is mighty hard to beat!

Last year alone, us North Dakota hayseeds in the rich Red River Valley harvested *$311,350,000 worth of farm products*—spent *$400,741,000 in retail stores*—had an Average Effective Buying Income *29.9% above the national average, as computed by "Sales Management."*

WDAY, Fargo, is the *one, Grade-A radio approach* to all this extra dough, because Red River Valley farmers and city folk alike have rated it their *top-favorite station* for 26 years—prefer WDAY, 5 to 1!

Get all the facts today! Write us or ask Free & Peters.

WDAY

FARGO, N. D.

NBC • 970 KILOCYCLES • 5000 WATTS

FREE & PETERS, INC., Exclusive National Representatives

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Closed Circuit

IT MAY turn out to be no contest under Avco competitive bidding on sale of KTSA San Antonio by O. L. (Ted) Taylor to company headed by Gene Autry. Competitive bid was filed by *San Antonio Express-News* at identical $450,000 figure for CBS outlet. It's now likely Mr. Autry will withdraw application leaving field clear for newspaper (which operates FM station KYFM), with newspaper to reimburse cowboy-broadcaster in amount of about $7,000 out-of-pocket expenses.

THAT long-simmering anti-trust probe of professional baseball leagues' practices with respect to broadcast rights [BROADCASTING, Dec. 13, 1948] may break into open soon. Though Justice Dept. won't talk, it's been investigating quietly for months. Broadcasters who've been approached for information are confident it'll pop in near future.

CLOSED DOOR auditions of five possible *Amos 'n' Andy* teams for television viewed last week by Charles Correll and Freeman Gosden indicating possible fall telecasting of show over CBS.

CLOSER integration of NBC executive direction in New York headquarters is expected to stem from current revamping of network's operations. First headquarters to be affected, it's indicated, is Central Division, which gradually may be compressed into Chicago operation surrounding WMAQ and National Spot Sales. Move of I. E. (Chick) Showerman, Central Division vice president, to New York headquarters to assume charge of television sales may be in immediate offing.

THOMAS McCRAY, NBC national program director, slated to emerge as top programming executive when Ken R. Dyke, administrative vice president in charge of programs, leaves NBC. Mr. Dyke now considering several other offers. Mr. McCray believed likely candidate for eventual vice presidency although not on administrative level.

P. K. LEBERMAN, principal owner of KRSC and KRSC-TV Seattle, reported negotiating with owners of KING Seattle, and Marshall Field interests, owners of KJR Seattle, in connection with possible sale of KRSC-TV for reported figure of roughly $400,000. Mr. Leberman, who also heads *Family Circle* magazine in New York, is desirous of selling because of absentee aspect. Blackburn-Hamilton Co., media brokers, negotiating for Mr. Leberman.

GLADYS SWARTHOUT may sign with Radio Features, Chicago, for a transcribed show similar to *Deems Taylor Concert*, released by firm as "Long-Haired Disc Jockey" program.

BUTTER vs. oleomargarine fight is having radio reprecussions striking at broadcasters' pocketbooks. Recordings of pro and con positions of members of Congress, made at Congressional radio room, are being sent to dairy state stations on sustaining basis while associ-

(Continued on page 78)

Upcoming

May 11: NAB Broadcast Advertising Bureau Policy Committee, NAB Hdqrs., Washington.
May 12: New England Regional Network dinner for New England Congressmen, Mayflower Hotel, Washington.
May 12-13: Indoctrination new NAB board members, NAB Hdqrs., Washington.
May 12-14: Georgia Radio Institute, Henry W. Grady School of Journalism, U. of Georgia, Athens.
May 13-14: AWB District 1 meeting, Copley-Plaza Hotel, Boston.
May 16-19: RMA 25th annual convention and Parts Industry Trade Show, Stevens Hotel, Chicago.

(Other Upcomings on page 50)

Bulletins

NEGOTIATIONS between NABET and ABC, NBC, WOR New York and WOIC (TV) Washington (see earlier story page 25) scheduled to resume today (Monday), it was learned late Friday.

URGES BETTER TV WRITING

TELEVISION is suffering from scarcity of good writers, Henry S. White, president of World Video, producer of Peabody award winning *Actors Studio*, said at meeting of Television Writers Guild. Meeting, first craft session called by TWG, was held in RCA's Johnny Victor Theatre.

Business Briefly

LIPTON TEST DRIVE ● Thomas J. Lipton, Hoboken, appoints Ruthrauff & Ryan, New York, to handle advertising in test campaign for Frostee Frozen Dessert Mix. Hitch-hike announcements after Arthur Godfrey's CBS morning show for Lipton's tea and soup will be used. Test areas are primarily in southeastern U. S.

BAKERY TV SPOTS ● Langendorf United Bakers, San Francisco, plans TV spot campaign in West Coast markets, starting in San Francisco and Los Angeles, through Biow Co., San Francisco. Film handled by Atkins-Gilbert, Hollywood.

STEWART-WARNER NAMES ● Stewart-Warner, Chicago appoints O'Grady-Anderson same city, to handle advertising for radio and TV division. Media plans expected in early August. National AM and TV to be studied.

HOFFMAN APPOINTS ● Hoffman Radio Corp., Los Angeles, appoints Smith, Bull & McCreery, Hollywood. Firm's annual budget said to run $150,000, with $60,000 earmarked for TV. Video to be used in San Francisco and Los Angeles as starter, radio in other western markets.

PLANS SPOTS ● James B. Clow & Sons, Chicago (pipes, radiators, plumbing and heating equipment), names Buchanan & Co., Chicago to handle advertising. Spot and co-op shows considered for New England in fall.

NAB Rejects ASCAP Arbitration Plan

NEGOTIATIONS between ASCAP and NAB Television Music Committee, in progress since last fall, collapsed Friday when ASCAP made —and broadcasters rejected—proposal to submit problem to three-man arbitration board. Unless one of parties retreats in present stand, blanket use of ASCAP music on television after May 31 impossible.

ASCAP proposed arbitration committee be composed of one representative of ASCAP, one of NAB and public representative to be named by Tom Clark, U. S. Attorney General. Broadcasters based rejection on ground no impartial observer could be adequately informed on intricacies of ASCAP structure.

Robert P. Myers, NBC assistant general attorney and chairman of NAB committee, in statement following breakdown of negotiations said broadcasters not only willing to continue negotiations but hoped for resumption "in near future."

Television rights demanded by ASCAP, he said, "would make any extensive use of music on television not only cumbersome and impracticable but impossible." If no agreement reached before May 31, when temporary authority for ASCAP music on TV expires, telecasters will be without blanket rights to ASCAP music, but Mr. Myers said that in that event "we'll use any music available to us."

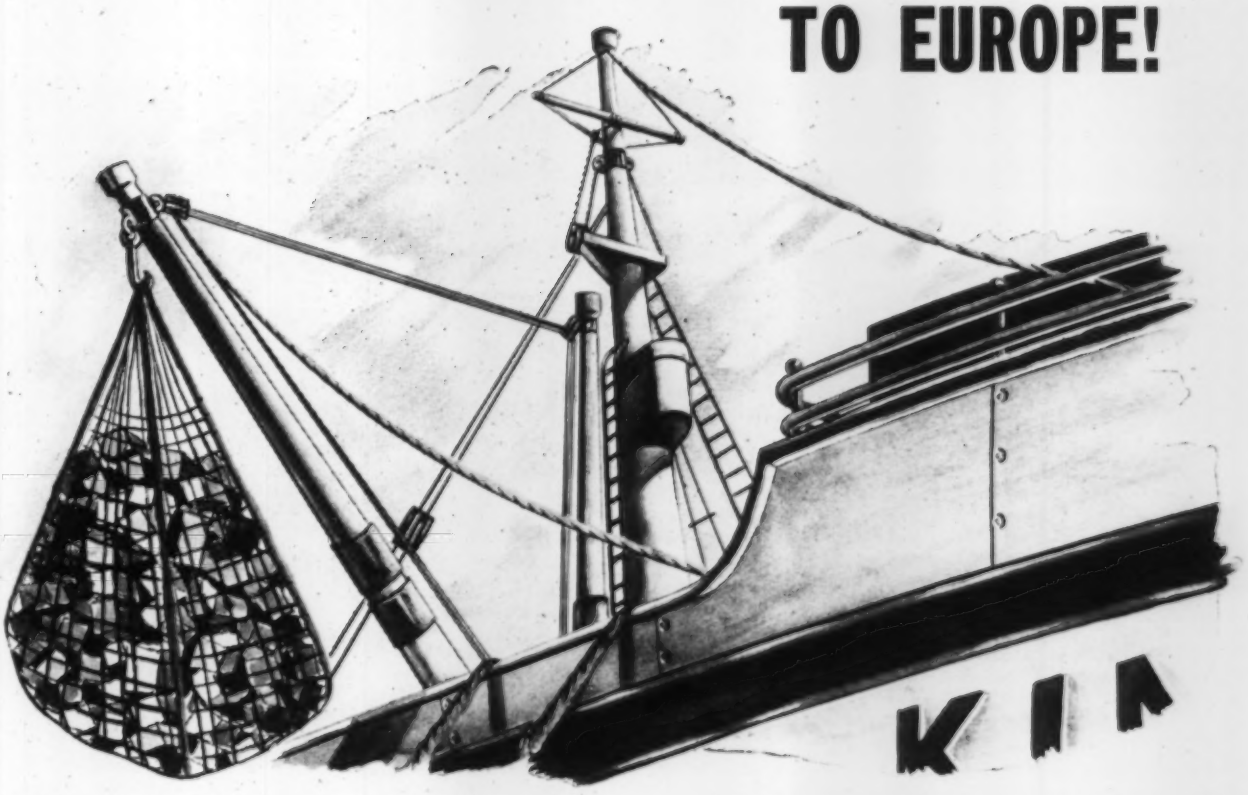
There was possibility, he said, of direct licensing from some publishers.

He explained radio was contributing $7,000,000 a year to ASCAP and that broadcasters felt ASCAP insistence on special rights system to television was excessive demand.

Speaking for ASCAP, President Fred E. Ahlert said television industry has proposed ASCAP composers and authors and their publishers allow the use of their music at rates far below those applicable to radio. Net effect of the NAB offer, he contended, would be 58% reduction for TV networks and 40% reduction for local TV stations below "already low rates" currently paid by broadcasters.

Mr. Ahlert declared rates asked by ASCAP are 2¾%, with ceiling on individually licensed special uses, minus discount not to exceed 15% for agency fees and 15% to compensate local stations for payments to national spot representatives, minus further discount not to exceed 5% to reimburse TV networks in part for cost of interconnecting stations.

WHO LISTENERS SEND 260,000 PARCELS TO EUROPE!



IN December, 1945, WHO began telling its listeners about the great need for clothes, medicine and food in Europe—told its listeners that by writing to WHO, they could get the actual names of needy families in Europe to whom relief packages could be sent. The results for the first four months were startling: *Listeners in 39 states sent 22,500 packages to families in Norway, Holland and France!*

Elated, WHO decided to continue the appeals for as long as the need existed, though a rapidly-diminishing response was anticipated. Time proved otherwise. Instead of losing interest in the following three years, WHO listeners *stepped up* their rate of giving—*have now sent more than 260,000 parcels to eight European countries!*

What sort of star-studded program does WHO use for this European Relief Project? It's "The Billboard," a public-service program conducted by M. L. Nelsen, our News Department Editor, and heard three nights a week from 10:30 to 10:45!

Here is magnificent proof of WHO's listener-acceptance.

It stands to reason that advertisers, too, benefit from all the things that make WHO the favorite station in Iowa Plus. Get the *proof*—write for your copy of the 1948 Iowa Radio Audience Survey.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

The Flint Journal
Home Edition
GM PAY HERE AT NEW PEAK
Worker Earnings For 1948 Listed As $176,000,000
Number of Employees Dips To 48,697 Average; Hourly Group Receives $64 a Week
Bus-Loading Plan Approved By Merchants
Axis Sally Treason Case Goes to Jury
Pension Bill Up to Rankin
New York Chair Looms for Couple
Acheson Says Pact Is Firm
Legislative Action Urg
Repeal of Oleo Tax Favored

Good News for You—Too!

● Flint is loaded with GM workers (more than in Detroit) . . . and GM workers in Flint are loaded too, *with cash!* High incomes like theirs are a rule in Flint . . . the big reason why Flint merchants are able to do over 200 million dollars worth of business annually . . . why Flint is a rich market worth cultivating!

Whether you're selling buttons and bows, toothpaste or shoes, it pays to get yourself heard in Flint. How to do it? Do as more than 600 local retail advertisers do: use WFDF—Flint's first station. WFDF delivers more listeners than the other four local stations combined. In a word, *it dominates!*

Use WFDF to channel your sales story to this higher-than-average-income market . . . there'll be good news for you!

910 Kilocycles **WFDF** **FLINT MICH.**

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville

BROADCASTING
TELECASTING

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FEATURE CALENDAR

First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL
ART KING, *Managing Editor*
J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Paul Fulcomer, *Asst. to the News Editor;* Robert B. Luce, *Research Editor;* Tyler Nourse, *Copy Editor.* STAFF: Lawrence Christopher, Phyllis Engelman, Jo Hailey, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Yvonne Caldwell, Grace Hargrove, Mary Madden, Wilson D. McCarthy; Eleanor J. Brumbaugh, *Assistant to the Publisher.*

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Estelle Markowitz.

CIRCULATIONS AND READERS' SERVICE
JOHN P. COSGROVE, *Manager*
Lillian Oliver, Warren Sheets, Elaine Haskell, Edward V. Duggan, Carolyn Sheets, Chapalier Hodgson.

NEW YORK BUREAU
250 Park Ave., Zone 17, PLaza 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin, Betty R. Stone.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Marjorie Dorrance.

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1, CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU
Taft Building, Hollywood and Vine, Zone 28. HEmpstead 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO
417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

Mr. Jamison sells no Blue-Sky

In the pleasant month of May (or in any other month for that matter) there is nothing vague about the way our man Jamison does things. People advertise on the air, Mr. Jamison feels, for the purpose of making money. And that's the only basis on which he sells radio and television time.

"Radio is a fascinating medium," he says with reason. "There are hundreds of fabulous success stories associated with it. By dwelling on them in a general way, I imagine I could *peddle* more time than I do now. But I wouldn't *sell* near as much. For in the business of national spot representation, THE ONLY REAL SALE IS ONE OF MUTUAL ADVANTAGE. Both my advertisers and my station clients would find this out soon enough.

"It might be possible, for instance, to sell a lot of New England time to a maker of cowboy boots, and get away with it once or twice. But matching the message, the market and the money is a better way.

"That's how we feel about it at Weed and Company, anyway. Maybe that's why we're doing more business for all of our clients (stations and advertisers alike) than ever before."

Weed and company

radio and television station representatives

new york • boston • chicago • detroit
san francisco • atlanta • hollywood

The Patroon* of the week

JIM RESOR

Time Buyer
McCANN-ERICKSON, INC.
New York

Jim, who has been buying time for McCann-Erickson for five years, handles all spot buying for Columbia Records, Tru-Val Shirts, Chesebrough Mfg. Co., and Hinds Honey and Almond Cream. Welcome to Patroonship was extended Jim today by the William G. Rambeau rep with a membership certificate and the deed to a tract of land in the heart of the Patroon country.

*PATROON
Aristocratic Landholder of the Hudson Valley

The Fact of the week

"Among the top couple in getting results from over 100 stations carrying my advertising", says another satisfied WPTR sponsor. (name on request)

SOON
50,000 Watts
Night and Day

Represented by RAMBEAU

WPTR
ALBANY—SCHENECTADY—TROY

PATROON BROADCASTING CO., ALBANY, N. Y.

Agencies

WAYNE G. WILLIAMS, former radio and TV director at K. E. Shepard Agency, Chicago, and partner in Universal Radio Productions, appointed radio and TV director and account executive at Goodkind, Joice & Morgan Inc., Chicago.

ANDREW G. PALLAG, formerly with Roy S. Durstine Inc., New York, appointed director of media for Gordon & Mottern Inc., New York.

MAL EWING, formerly in production department of Ralph Yambert Organization, Hollywood, joins Davison-Dibble Co., Glendale, Calif., as account executive.

JACK C. GRIFFIN joins Sherman & Marquette, Chicago, May 15, as account executive on Oscar Mayer Co. account.

LEE, PARKS, GREER & HAWKINS Inc., Houston, has changed its name to **Greer, Hawkins & Allen Inc.** No change in personnel involved.

ELWARD M. BRESETT, formerly with Duane-Jones Co., New York, joins merchandising and contact staff of Doherty, Clifford & Shenfield Inc., New York.

RODNEY ALBRIGHT, formerly with M-P-O Productions Inc., joins agency's television department.

CALVIN D. WOOD, former president of Wood & Grace Adv. Agency, has affiliated with Chris Lykke & Assoc., San Francisco. He will direct firm's advertising department.

AGENCIES elected to membership in American Assn. of Advertising Agencies include: **M. Belmont Ver Standig**, Washington; **Martin R. Klitten Co.**, Los Angeles and **Watts, Payne Adv.**, Tulsa, Okla.

FORMATION of Betty Mouse Adv. & Public Relations at 1321 Taylor St., San Francisco, has been announced.

JOHN R. CHRISTIE, executive with Dan B. Miner Co., Los Angeles, elected to board of directors of Brand Names Foundation, New York.

GARDNER & GIESECKE, San Francisco, moved to new offices in room 6 Russ Bldg. **FISHER & DILLINGHAM**, same city, moved to 420 Market St.

GEORGE STEWART, freelance artist, joins Benson M. Sherman Inc., San Francisco, as art and production manager.

HARLEY LEETE, Nevada City publisher, named production manager for Raymond L. Sines & Assoc., San Francisco.

KTSA San Antonio joined in celebrating 30th anniversary of one of city's advertising agencies, Pitluk Advertising, as Edgar T. Bell (r), station's general manager, and Rex Preis (l), commercial manager, presented birthday cake inscribed with good wishes to Jack N. Pitluk (second from r), agency founder and president. Jack N. Pitluk Jr. (second from l) is partner in agency.

A GREATER VOICE AND A GREATER BUY!

in the DETROIT area

50,000 watts at 800 kc.

JUNE 1949

The "Good Neighbor Station" has continuously fostered Good Will on both sides of the border. And now, the Detroit Area's best radio buy will hit a new high in effectiveness. From 5,000 to 50,000 watts **in the middle of the dial** . . . at the lowest rate of any major station in this region!

CKLW

Guardian Building, Detroit 26 ★ J. E. Campeau, President

Adam J. Young, Jr., Inc., National Representative

MUTUAL BROADCASTING SYSTEM

WFLA

puts your message into *more* homes in the heart of Florida's most populous trade area—the growing Tampa-St. Petersburg market . . . The payrolls of industry and agriculture give this important Florida market a balanced economy—maintain steady buying power *right around the calendar*. . . . you *sell* more people because you *tell* more people when you use the double impact of the Tampa Tribune Stations —WFLA-AM and WFLA-FM.

Tampa Tribune Stations
WFLA AM FM
NBC affiliate
TAMPA

NATIONAL REPRESENTATIVE
JOHN BLAIR & CO.
SOUTHEASTERN REPRESENTATIVE
HARRY E. CUMMINGS
JACKSONVILLE, FLORIDA

Feature of the Week

WBT Charlotte, N. C., promotional campaign for portable radios as a means of increasing radio listening and building good will for the station has met with hearty cooperation from dealers and distributors, WBT reports.

"Distributors were enthusiastic about the idea of getting this powerful selling help at no cost to them," according to J. R. Covington, WBT promotion manager.

Mr. Covington

WBT is using 15 to 20 station breaks a day urging its listeners to buy a portable radio. The campaign started April 15 and is scheduled to end May 15.

WBT's first step in preparation for the drive was to contact all radio distributors in the Carolinas. This was not difficult, since almost all the distributors have headquarters in Charlotte.

After the distributors had given their approval, WBT sent a broadside to all radio retailers in its area explaining the campaign. The broadside listed cooperating distributors and the make of portable each distributor handles. Included also was a postal card for the retailer to mail to his distributor outlining the help he needed to make the portable campaign a success.

Follow-up mailings have included copies of scripts of the WBT station breaks urging the purchase of portables and reminders of the campaign at weekly intervals.

Among the spots WBT has used in the portable campaign are these:

"Remember those sunglasses . . . and your portable radio, too. WBT Charlotte."

"This is WBT Charlotte . . . and you *can* take it with you, on a portable radio. Get one."

"Get set for the summer with a set for the summer—a portable radio, that is! WBT Charlotte."

"Wherever you go and whatever your mood, a portable radio is a perfect companion. WBT Charlotte."

"If you're short a portable, get one fast. A trip without a radio's thing of the past. WBT Charlotte."

"It's packable . . . movable . . . sportable . . . a portable radio for summer listening. WBT Charlotte reminds you to see your dealer soon."

On All Accounts

"SUNFLOWER" would probably be the last name you'd attach to Ralph Yambert. But if that "born in a Kansas, bred in Kansas" song is right, that's just what the head of the Ralph Yambert Organization, Los Angeles, is.

Ralph turned traitor on the third point of the song, however, and wed a California poppy. But he still retains the friendly and good-natured manner nurtured in him by his native Kansas soil.

It was in that geographical area too that he achieved what he calls his "greatest claim to fame." That was attending high school and Kansas City Junior College, Kansas City, Mo., with Charles Luckman. "Charles pursued his ambitions and became president of Lever Bros., and I . . . became a huckster," he claims.

You wouldn't say, however, that the present operator of a successful two year old public relations and advertising agency, with a distinguished five-year Navy career and 15 year background of advertising, public relations and salesmanship behind him, has exactly been wasting his life away!

The Ralph Yambert Organization, a "public relations and advertising agency," was established in 1947, following its founder's return from duty with Naval Air Corps. Ralph has attempted to make his organization more than just an advertising agency. His aim is to offer a complete service to advertisers, including the whole public relations picture as well as actual advertising. The agency does offer either service separately, however.

Agency's billing at present time is $300,000. Among the accounts are Magnetic Springs Water Co., Los Angeles, currently carrying a schedule of newscasts on Los Angeles station; and Pacific Coast Major Cola Co., that city (Major Punch) which plans to go into television and radio in the Los Angeles area in near future.

RALPH

Ralph started his working career as a reporter on the *Kansas City Star* in 1926, following graduation from Kansas City Junior College. Since then he has stuck pretty close to the creative field.

After a year there he decided that newspaper writers get more glory than money and left. A short while after he succumbed to the "call of the West" and headed for

(Continued on page 20)

For Profitable Selling
INVESTIGATE

WDEL
Wilmington, Del.

WGAL
Lancaster, Penna.

WKBO
Harrisburg, Penna.

WORK
York, Penna.

WRAW
Reading, Penna.

WEST
Easton, Penna.

NBC AFFILIATES

Represented by
ROBERT MEEKER ASSOCIATES
Los Angeles · New York
San Francisco · Chicago

STEINMAN STATIONS

. . . is for apples which put Wenatchee on the map. And if you want to polish apples with folks in this $45 million Wenatchee industry get your program on ABC . . . 92% of all radio families there tune in ABC regularly. Yes, and the ABC Hooper index in Wenatchee was 90.5% at last reading.

. . . is for Bremerton and its $61 million boat-building business. For clear sale-ing in this Washington shipbuilding center, anchor your advertising to ABC . . . 86% of Bremerton's radio families listen regularly to our shows. ABC delivers virtually *all* the Coast market, inside, outside and all around the town.

. . . is for cows, which turn the green grass of Sonoma County, California, into oceans of milk and 97 million dollars. If you want to skim the cream off this strictly grade "A" market, remember that ABC is listened to regularly by 85% of the radio families in this rich dairy region.

On the coast you can't get away from

A B C

FULL COVERAGE . . . ABC's improved facilities have boosted its coverage to 95.4% of ALL Pacific Coast radio families (representing 95% of coast retail sales) in counties where BMB penetration is 50% or better.

IMPROVED FACILITIES . . . ABC, the Coast's Most Powerful Network, now delivers 227,750 watts of power—54,250 more than the next most powerful network. This includes FOUR 50,000 watters, twice as many as any other coast network . . . a 31% increase in facilities during the past year.

GREATER FLEXIBILITY . . . You can focus your sales impact better on ABC Pacific. Buy as few as 5 stations, or as many as 21—all strategically located.

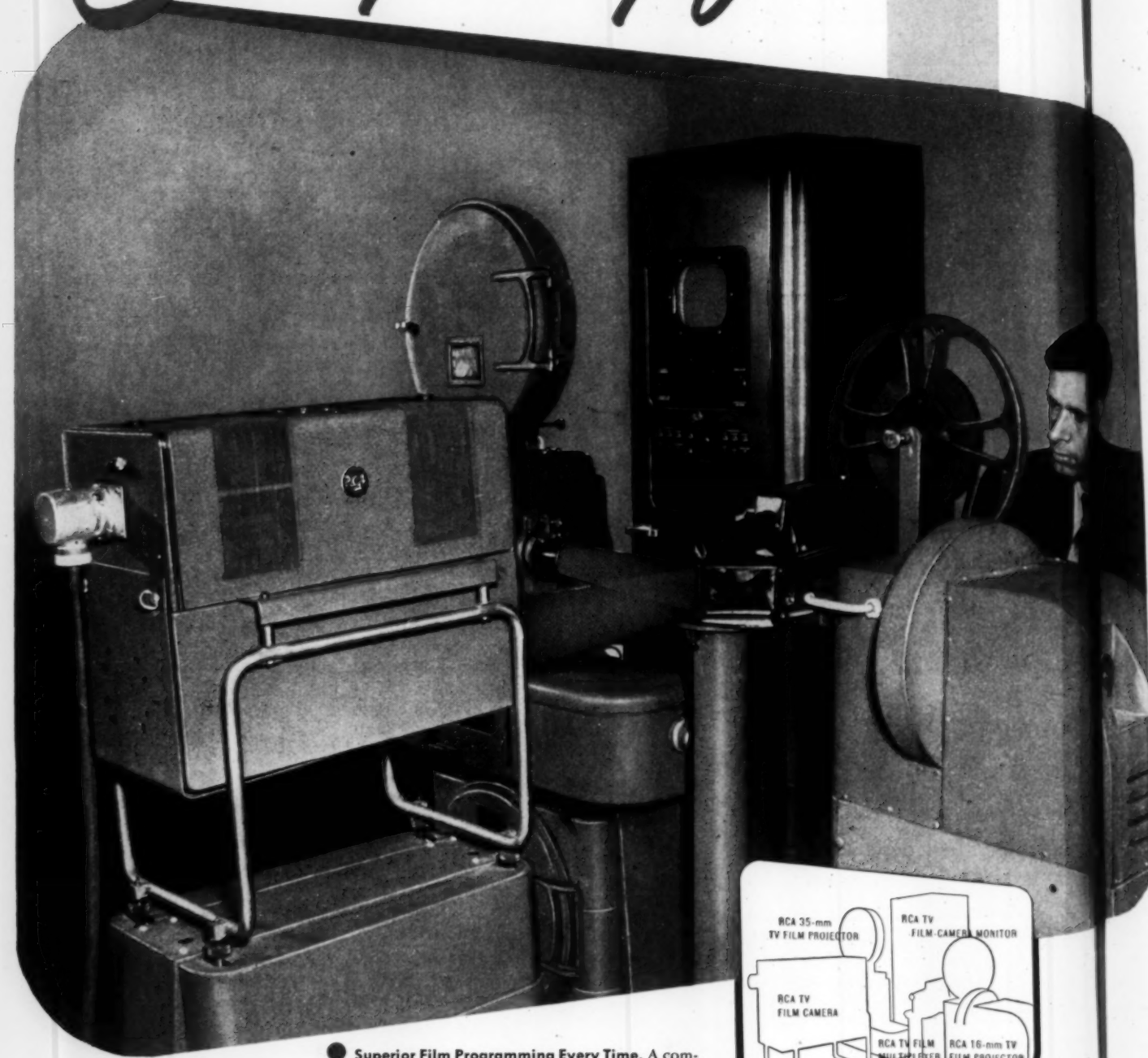
LOWER COST . . . ABC brings you all this at a cost per thousand radio families as low as or lower than any other Pacific Network. No wonder we say—whether you're on a Coast network or intend to be, talk to ABC.

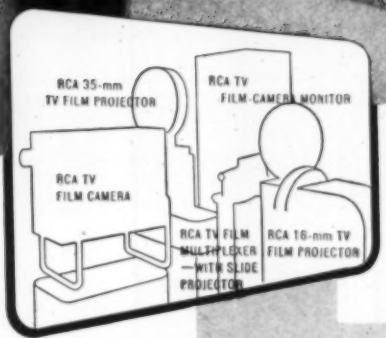
THE TREND TO ABC . . . The Richfield Reporter, oldest newscast on the Pacific Coast, moves to ABC after 17 years on another network, and so does Greyhound's Sunday Coast show—after 13 years on another network.

ABC PACIFIC NETWORK

NEW YORK: 30 Rockefeller Plaza • CIrcle 7-5700—DETROIT: 1700 Stroh Bldg. • CHerry 8321—CHICAGO: 20 N. Wacker Dr. DElaware 1900—LOS ANGELES: 6363 Sunset Blvd. • HUdson 2-3141—SAN FRANCISCO: 155 Montgomery St. • EXbrook 2-6544

Everything for TV...





● **Superior Film Programming Every Time.** A completely equipped TV film-projection room by RCA —one of nearly 10 different combinations now being delivered to more than 50 television stations throughout the country.

entire film-projection rooms,

for instance —

YOU are looking at a complete film projection room for a typical small television station—one of nearly ten different "all-RCA" combinations now being delivered to more than fifty stations throughout the country.

As reliable and practicable as the projection room of a modern theatre, this simple, integrated equipment is designed to handle film program material of every description—station identification slides, newsreels, commercial announcements, shorts, feature films, cue-ins for live-talent shows, etc. *And one operator can run it!*

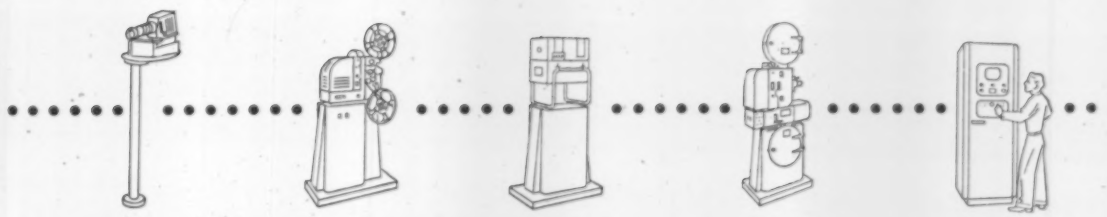
All-RCA from floor to ceiling, the installation includes everything needed to produce bright, flickerless, dependable television pictures: A TV film camera; A new 35-mm film projector; A 16-mm film projector; A multiplexer for using two projectors with *one* film camera; and rack-mounting power supplies, amplifiers, and monitor. Projector switching for the entire room is under finger-tip control from the room itself—or from the studio control room.

Why the extraordinary acceptance of RCA film projection equipment by more than 50 television stations?

Because all RCA projection units are unified and designed to work together in any combination . . . enabling each station to select just the proper units for its special needs and budget. Because RCA makes it practical for a station to start small and add projection units as it grows—without discarding any of the original equipment. Because RCA makes everything required in a television film-projection room—and accepts complete responsibility for the over-all performance of the equipment. Because each station layout is planned *correctly from the start,* by television experts who understand the business thoroughly.

• • •

No need for expensive experiments with your own film-projection room . . . if you let an RCA Television Specialist help you with the planning. Call him. Or write Dept. 19 EB, RCA Engineering Products, Camden, New Jersey.



RCA Multiplexer, Type TP-9A. Produces uninterrupted projection of multi-reel films with only *one* film camera. Complete, with slide projector for station breaks, commercials, etc.

RCA 16-mm Film Projector, Type TP-16A. Popular low-cost projector. Self-contained. Simple. Low cost. Enables *any* station to use the film programming now available. Produces brilliant pictures and high-quality sound.

RCA Film Camera, Type TK-20A. A high-contrast film camera having unusual stability. It is used with either 16-mm or 35-mm film projectors, and slide projectors.

RCA 35-mm Film Projector, Type TP-35A. Projects sharp, flickerless pictures—and high-fidelity sound. Brilliant light output with negligible heating of film and film gate. Can project single frames as stills.

RCA Film Camera Monitor Rack. This is the control center of the projection room. It houses the amplifiers, all necessary rack-mounted power supplies, and the kinescope for viewing the film pictures.

RCA

TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

Products

~~PEOPLE~~ are known by the company they keep

Yes, products are also known by the company they keep. It's **NBC, No Better Company,** *when you buy WMC in the more than $2,400,000,000* Memphis market. Since 1923, "the station most people listen to most" in Memphis and the Mid-South has been first choice with the Nation's leading advertisers.*

*Sales Management, 1948

WMC NBC • 5000 Watts • 790

WMCF WMCT **50 KW Simultaneously Duplicating AM Schedule**

First TV Station in Memphis and the Mid-South

National Representatives • The Branham Company
Owned and Operated by The Commercial Appeal

New Business

ELGIN-AMERICAN, Elgin, Ill., appoints John W. Shaw Agency, Chicago, to handle national advertising for its new American Beauty compact line, being introduced now to public. Radio and TV are being considered.

PHILLIPS PACKING Co., Cambridge, Md., to sponsor Wednesday telecasts of *Lucky Pup* (Mon.-Fri., 6:30-6:45 p.m.; Sat. 6:30-7 p.m.) on seven city CBS-TV network, effective May 11. Agency: Aitkin-Kynett Co., Philadelphia.

GENERAL BAKING Co., New York, through BBDO, New York, is sponsoring television time signals on behalf of Bond Bread in three East Coast cities. Participating in campaign are WNHC-TV New Haven., WFIL-TV Philadelphia and WTTG(TV) Washington.

THE TEXAS Co., New York, appoints Erwin, Wasey & Co. New York, to handle industrial advertising *Texaco Star Reporter* program in Texas, and *Texaco Billings* news broadcast in Montana. New assignments are in addition to publication advertising of Havoline, Marfak, P-T Anti-freeze and Texaco Farm Market.

EMERSON DRUG Co., Baltimore (Bromo-Seltzer), through BBDO New York, purchased one-minute television spots before and after sporting events. Spots placed on WABD (TV) New York precede or follow Yankee baseball games through Oct. 2. Spots before or after Pimlico races from May 6 through May 14 are scheduled on WMAR-TV Baltimore.

BONAFIDE MILLS Inc., New York (linoleum), May 16 starts half-hour weekly kinescope of *Benny Rubin's Theatrical Agency* on KNBH(TV) Los Angeles. Agency: S. R. Leon Co. Inc., New York.

HOFFMAN Radio Corp., Los Angeles (radio, television set manufacturer) appoints Smith, Bull & McCreery Inc., that city to handle advertising. Television is planned where available in western states and Texas. **E. A. Tischler** is account executive. Firm is currently sponsoring *Hoffman Hayride* telecast on KTLA(TV) Los Angeles.

LUCKY STORES, Oakland, Calif., (supermarkets) launches an extensive spot campaign on KSMO and KVSM San Mateo, Calif., to promote its newest store at Burlingame. Agency: Botsford, Constantine & Gardner.

AMERICAN TOBACCO Co., (Pall Mall cigarettes), New York, through Sullivan, Stauffer, Colwell & Bayles, also New York, May 2 started participating sponsorship of *The Rube Goldberg Show* on WPIX (TV) New York, on a 13-week contract. **S. A. SCHONBRUNN** (Savarin Coffee), through Lawrence C. Gumbinner, both New York, has renewed its participation on same program which has shifted from Sunday to Monday evenings, 7:30 p.m.

TELEVISION FILTER Co., New York, manufacturer of Opto-Vision television filter, contracted for spots on WABD (TV) New York Kathi Norris *Television Shopper,* Tues.-Thurs., 10:30-11 a.m. Agency: Shappe-Wilkes Inc., New York.

CRIBBEN & SEXTON, Chicago, for Universal Gas Range, is conducting spot campaigns on WCFL and WIND Chicago during summer months. Other markets may be added later. Agency: Christiansen Adv., Chicago.

PURITY BAKERIES Corp., Chicago, for Grennan Cakes, to sponsor *The Honey Dreamers,* ABC singing quintet, in a show of their own on WENR-TV (ABC) Chicago, Thurs., 9-9:15 p.m. (CDT), effective May 19. Agency: Young & Rubicam, Chicago.

LA PRIMADORA CIGAR Corp., New York, appoints Pedlar & Ryan, New York, to handle advertising. Largest campaign in firm's history begins immediately on "Rialto", its new all-Havana cigar featuring an entirely new wrapping process, with sponsorship Tues., Thurs., and Sat., 6:45-7 p.m. of WOR New York Stan Lomax sports program.

CITIZEN'S NATIONAL TRUST & SAVINGS BANK, Los Angeles, May 2 started 13 weeks series of quarter-hour weekly filmed concerts by Vienna Philharmonic Orchestra on KTTV (TV) Los Angeles. Agency: Hixson & Jorgensen Inc., Los Angeles.

WALTER JOHNSON CANDY Co., Chicago, for Powerhouse candy bars, May 6 began sponsorship of Herb Allen's *Hail the Champ,* children's program, on KLAC-TV Los Angeles. Firm contemplating use of program in Chicago, Detroit, Cleveland, Cincinnati, Pittsburgh and St. Louis. Program is packaged by Gresham-Allen-Morton. Agency: Franklin Bruck, New York.

(Continued on page 67)

YOU MIGHT LAND A 12′ 8″ BLACK MARLIN*—

BUT . . .

YOU WON'T NET MUCH IN WESTERN MICHIGAN WITHOUT WKZO-WJEF!

If you want to catch any substantial radio audience in Western Michigan, you've got to use stations within the area . . . . The reason: Our half of the State is blocked off from surrounding areas by a peculiar, impenetrable "wall of fading" that distorts the signals of even the most powerful "outside" stations. Consequently, Western Michigan people depend almost entirely on their own nearby stations.

Within the Western Michigan area, advertisers have one sure-fire combination: WKZO, Kalamazoo and WJEF, Grand Rapids. BMB audience figures prove it for our rural areas—and in Kalamazoo and Grand Rapids themselves, *WKZO-WJEF deliver 41.5% more listeners for 20% less cost than the next-best two-station combination!*

Write to us, or ask Avery-Knodel, Inc., for Hoopers, BMB figures, and all the other evidence of WKZO-WJEF's superiority in the rich Western Michigan market.

** In 1926 Laurie Mitchell got one this long, weighing 976 pounds, in Bay of Islands, New Zealand.*

WKZO *first* IN KALAMAZOO and GREATER WESTERN MICHIGAN (CBS)

WJEF *first* IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

'Fine Coverage'

EDITOR, BROADCASTING:

Going over the press coverage given our recent annual meeting, it strikes us that BROADCASTING did a very fine job.

Frederic R. Gamble
President, AAAA
New York

* * *

Source of Information

EDITOR, BROADCASTING:

All of us here at Ra-Tel are naturally careful readers of BROADCASTING. If we subscribed on a commission basis . . ., we'd owe you a lot of money on the many deals which originated in our minds upon seeing an item in your magazine.

James W. LeBaron
Ra-Tel Representatives Inc.
New York

Open Mike"

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Katz Profile Pleases

EDITOR, BROADCASTING:

Well, you certainly got a guy named Joe Katz, all right—pimples and all. It's an honest story, and the best profile of me that's ever been written.

It won't do me any good with my wife—but I know it's already done me a lot of good in the advertising business, for which I'm very grateful.

Joseph Katz
The Joseph Katz Co.
Baltimore

Radio Sells Goods

EDITOR, BROADCASTING:

I am attaching . . . a coupon from an early edition of your publication.

You may send me the 1949 YEARBOOK Edition instead of the 1935 YEARBOOK Edition as stated in the coupon.

Now, as in years past, you are doing a good job reporting for the fifth estate. I notice in the September 1935 edition of BROADCASTING that WOR has travelled 6,436 miles and four months time looking for 2 millivolts—ASCAP was trying to boost rates 40% in rider to contract—Ex-Lax had selected 41 of the 60 stations to carry their Transcriptions—KNX began feeding MUTUAL from the West Coast—Daytime audiences were being studied by NBC—Atwater Kent with a policy of presenting the best in concert music with widely known soloists, was changing to CBS—Don Wilson, announcer on the Jack Benny programs, was operated on for appendicitis in his home town Denver—Ralph Edwards, announcer for KSFO San Francisco, had been transferred to Oakland and had been made production supervisor of the station's auxiliary studios there—Fred Allen was returning to the air with Town Hall and your subscription price was then $3.

See, you were doing a fine job then and I notice from the recent issues in the office of WKOZ, the local radio station here, you are still telling them all that radio sells the goods.

George O. Sowell
Kosciusko, Miss.

[Editor's Note: Attached to the letter was a subscription renewal coupon from a Sept. 1, 1935 issue of BROADCASTING. Do any readers have older issues in their files?]

* * *

Loss to Radio

EDITOR, BROADCASTING:

A distinct loss to the radio industry is recognized in the tragic death of Robert Lewis Coffey Jr., 30-year old Democratic representative from Pennsylvania's 26th Congressional district. The brilliant young Congressman was killed instantly April 20 when his jet plane crashed after take-off at Albuquerque, N. M.

Col. Coffey

The former coal miner was a staunch advocate of free speech. He favored radio as the principal means of mass communication. In conducting his successful campaign to unseat a ten-year incumbent, Col. Coffey broadcast a large number of live and transcribed pre-election messages to his district. . . . Patterned after the national trend, transcribed jingles and spot announcements with sound effects were used by the late Congressman to carry his words to the people. That radio was instrumental in his election was evidenced by continued use of the medium even after he had taken up Congressional duties.

From his office came weekly . . . broadcast transcriptions for radio stations in his home districts. . . . Recently, Congressman Coffey accepted an invitation to appear on the simultaneous broadcast-telecast of *The University of Pennsylvania Forum* over WCAU-TV Philadelphia. The entire program was tape recorded and sent to the Western Pennsylvania cities out-

(Continued on page 55)

Profits
are Prolific, too..
. . . when WTAR sells the Norfolk Metropolitan Market for you.

Most of the folks in Norfolk, Portsmouth, and Newport News, Virginia, listen most of the time to WTAR.

Hooper says WTAR's Share of Audience was 44.2 on weekday mornings, and 47.0 weekday afternoons. Sunday afternoon was 31.8 and daytime Saturday 31.0. In the evenings 50.2. Closest competition was never more than 22.4. (Station Audience Index, January-February, 1949.)

Mate the mighty potential of the Norfolk Metropolitan Market with WTAR's listener preference. Check the cost per listener. Easy to see why WTAR makes sales soar and profits more so. May we tell you more?

WTAR
WTAR-FM
WTAR-TV

5,000 WATTS DAY AND NIGHT
N.B.C. AFFILIATE

Nationally Represented by EDWARD PETRY & CO.

ONLY A COMBINATION OF STATIONS CAN COVER GEORGIA'S FIRST THREE MARKETS

The Georgia Trio

The C.B.S. Affiliates in Georgia's First 3 Markets

THE TRIO OFFERS ADVERTISERS AT ONE LOW COST:

Concentrated coverage • Merchandising assistance

Listener loyalty built by local programming • Dealer loyalties

— *IN GEORGIA'S FIRST THREE MARKETS*

The Georgia Trio

Represented, individually and as a group, by

THE KATZ AGENCY, INC.

New York • Chicago • Detroit • Atlanta • Kansas City • San Francisco • Los Angeles • Dallas

Miss Parker discusses a promotion idea for one of Pomeroy's several shows with Robert G. Magee, vice president and general manager of WHUM Reading.

POMEROY'S

Planned Radio Promotion Sells In Reading

By PRISCILLA PARKER
Radio Advertising Director
Pomeroy's Inc.
Reading, Pa.

SALES RESULTS? Yes. After two and one-half years of thoughtful, consistent and planned use of radio, Pomeroy's answer to that most important question, compromising two of the most highly revered words in a retailer's vocabulary, is an emphatic "yes".

But, to go behind the scenes with radio at Pomeroy's of Reading, our sales successes were not a "star is born" overnight type of happening. They were, and are, the consequence and eventual result of knowing what we wanted to do with radio, followed closely by a thorough analysis of how best to accomplish this goal.

Long-time Schedule

First, if our objectives were to show themselves proven, our radio advertising plan, whatever it might be, must, of necessity, operate on a long-term schedule. Secondly, knowing what customers we desired most to attract, through use of our strong departments, it was natural to program for them the type of entertainment or information in which they would be the most interested. In other words, the time and content of the radio time purchased allied themselves completely with a particular group of potential customers.

Where to start with this beamed program technique? Obviously, since women do 90% of the buying in retail stores, our first consideration must be an appeal to them. To define this vast mass of female buying power in terms of our own local situation, our customers of the moment and desired customers of the future were studied and from them came a major part of our objective, the sturdy middle-class homemaker. For her, and beamed directly to her, we offered a woman's program, *Priscilla Pomeroy*, each morning, six days a week at 8:45 on WHUM Reading, a station that knew our objectives and promised well to help us fulfill them.

Since the day of its inception, this woman's program has consistently maintained its approach to the homemaker, bringing her information of benefit, plus, advertising strong departments, offering her good, wanted merchandise of which she, through common acceptance, is the interested potential buyer. In addition, through the evolution of the program and it's subject matter, over a period of two and one-half years, it now enjoys the reputation of on-the-spot coverage of all events and news of interest to women. Through the extremely helpful cooperation of WHUM, and by frequent use of a tape recorder, we have been able to bring our listeners many "scoops," thus assuring them of many exclusive interviews and special event lectures. By having established this reputation and become such an integral part of community happenings, we assure ourselves of continued and constant listeners.

Influencing the Listener

The presentation to the listener of good, wanted, in-demand merchandise which vitally affects her, along with the repetitive use of this merchandise, is what produces sales and traffic for the store. In merchandising our radio advertising, one department and one type of item from that department is used for at least a week, and, in many cases, for a substantially longer period. Departments and brand lines in ready-to-wear, accessories, toiletries and home furnishings compromise the featured merchandise used on our morning woman's program.

In most cases, the merchandise used is not advertised in the newspaper during the time that it is used on the radio. It is, however, most effectively advertised in the department itself, by using attractive, eye-catching point-of-sale displays. These displays are artistically and specifically designed to carry out the theme of the program on which the merchandise was advertised. They are movable and are transferred from one department to another. Actually, these point-of-sale displays, used for all radio advertised merchandise, carry out the old idea of "tell them you are going to tell them something, then tell them something, and then tell them what you told them." For our listeners and customers these displays "tell them what we told them and where."

With the teen-ager, a definite present customer and an even bigger potential customer of tomorrow, we started, in the fall of 1946, a weekly half-hour program, *Be-Teen Jamboree* on WHUM. Using this program as a medium for creating sales and traffic in our teen-age departments and, through association, training the future buying habits of this particular group, our two-fold purpose was accomplished.

Program Planning

In the planning of the program, a representative group of teen-agers were called in to select the time and day they would most prefer for the broadcast. The program is conducted by a teen-age boy and girl. They are selected annually, by audition, for this purpose. When auditions for a new master and mistress of ceremonies are announced the turn-out of hopeful aspirants is so great that from two to three weeks is usually required to cover all applications and auditions. The format of the program varies somewhat each week, although the general structure of records and school news remains the same. Each week the program features a local teen-age guest performer or well-known celebrity. Quite frequently the program is thrown open to large audience groups. The number is usually limited to 400 and tickets for the broadcasts and parties must be picked up in our teen departments. Tickets are always gone at the end of the first day after the announcement concerning them.

Besides providing for the teen-ager a program of his own choice, *Be-Teen Jamboree* also offers a great number of high school students their first opportunity to appear before a microphone, along with invaluable training in broadcast procedure.

In December 1947 two other beamed programs were added to our radio schedule—a five-a-week newscast at 6:55 p.m., appealing to men and featuring merchandise solely from our men's clothing and men's furnishings departments, and a Sunday half-hour, semi-classical musical program, *Highlights in Harmony*. The latter is devoted entirely to national brand merchandise, which is promoted in a dignified, easy manner in keeping with the idea of the program—that of providing pleasant, enjoyable listening for the entire family.

To round out our schedule, and to appeal to our basement trade, we have twenty-eight spot announcements a week. They are brand name lines in our basement. Frequently one brand name will use all of these spots for a period of six months or more—never for less than one month. The basement slogan is always carried in every spot.

Realizing the need for constant promotion of any merchandise, which, in reality, our radio programs are, we regularly call the public's attention to them through newspaper advertisements, window displays, elevator cards, signs at entrances to the store and the before-mentioned departmental displays. In addition, WHUM, through its merchandising-promotion plan, contributes taxi-cab signs, hotel-lobby displays and newspaper advertisements.

The merchandise planning, writing, supervision of all displays and promotions of our entire radio schedule, along with commentating our morning woman's program, is handled by the radio advertising department of the store. This is done under the guidance of William Dennis, sales promotion manager of Pomeroy's, and Walter Dennis, radio and television director of Allied Stores, of which Pomeroy's is a member.

With a variety of ways of determining sales results at our disposal, let's take this method of checking direct sales results—the week prior to use of radio, the week radio was used and the week after radio was used.

Looking at a line of blouses fea-

(Continued on page 50)

One of a Series

Best in 1941 . . . and *still* best in 1949.

Eight years ago, WFAA pioneered a new type sound-diffusing wall and ceiling construction for broadcasting studios.

Many stations have followed WFAA's leadership . . .

but in studio design, as in broadcasting, WFAA is *still* leading.

In the Southwest, WFAA facilities, staff

and over-all ability to get results are incomparable

. . . any way you look at it!

WFAA

DALLAS

and WFAA FM

820 KC • NBC • 570 KC • ABC

TEXAS QUALITY NETWORK

Radio Service of the DALLAS MORNING NEWS

REPRESENTED NATIONALLY BY EDWARD PETRY and COMPANY

Milestones

► TENTH year of *Pure Oil News Time* sponsorship by the Pure Oil Co., Chicago, was observed in a special broadcast May 2 by H. V. Kaltenborn, who reviewed highlights from 1939-49. Each station on NBC network carrying show gave local message of congratulation during 30-seconds after the "Decade of Destiny." Show is aired Monday through Friday at 7:45 p.m. (EDST) and features Mr. Kaltenborn and Richard Harkness, commentators. Agency is Leo Burnett, Chicago.

► GEORGE C. BIGGAR, director of WLS Chicago *National Barn Dance*, observed his 25th radio birthday on May 1. Member of Radio Pioneers Club, Mr. Biggar entered radio with WLS on May 1, 1924. He is in charge of local and ABC originations of *National Barn Dance* which marked its 25th anniversary April 23 [BROADCASTING, April 25], and also directs ABC-TV *Barn Dance* for WLS. Latter show is built by WLS for ABC-TV.

► NBC serial *Lorenzo Jones* is celebrating its 13th year on air.

► KWAD Wadena, Minn., marked its first year of broadcasting May 1 with special program reviewing events of past year and some plans for future.

► KSUE Susanville, Calif., celebrated its first anniversary April 24. Tape recorded special events of past year were aired.

► WBKB (TV) Chicago is planning gala celebration to mark its eighth anniversary in mid-June. Event will feature live telecast of Chicago Theatre stage show. Hollywood stars and political figures are invited. Chicago *Sun-Times* plans to run 24-page section in honor of event.

► *Colorado Speaks*, KLZ Denver's roundup of editorial opinion in Denver and the state, is now in its ninth year of continuous broadcasting. Fifteen minute program is written by Mike Michaelson and produced by Sheldon Peterson, KLZ's news director.

► WTAM Cleveland and Standard Oil of Ohio celebrated 10th anniversary of *Sohio Reporter*. Half-hour documentary drama built around news highlights of past decade was aired over WTAM on April 29. Sohio's tenth anniversary on WLW Cincinnati had been marked with a similar program April 25.

On All Accounts

(Continued from page 10)

San Francisco. For the next two years he was assistant advertising manager for Dorman Commercial Co. (furniture and houseware department store) there.

In 1929 he joined Emil Brisacher & Staff (now Brisacher, Wheeler & Staff) as combined account executive, copywriter, space buyer and producer.

A depression casualty, he left the agency in 1931. The next three years found him engaged in varied ventures—selling photo engraving, doing business analysis and sales training and running an advertising agency with Sidney Garfield (now of Garfield & Guild).

In 1934 he headed south to San Diego where he did free-lance business analysis and sales training for the next two years. In 1936 he went back up the coast to Los Angeles and founded the forerunner of his present agency, Ralph F. Yambert & Co., as a business analysis, sales and public relations training office.

With the coming of the war in 1941 Ralph closed his offices and went to enlist in the Army Air Force. After waiting impatiently to be called, he went over to the other side and joined the Naval Air Corps as a lieutenant.

At the end of the war, in 1946, Commdr. Yambert was made public relations director of the Naval Air Reserve Command, with headquarters in Glenview, Ill. Under his direction were coordinated the publicity and public relations of the 21 bases under the command.

With his release the next year, Ralph returned to Los Angeles and his agency.

In 1934 Ralph cemented relations with his adopted state (California) by marrying Gladys Aldrich in San Diego. At their home in North Hollywood, the Yamberts take pride in their prize roses' an adopted daughter, Patricia, 17, and Gayle, 13.

Ralph's name is on the roster of many Los Angeles clubs—Hollywood Rotary, Sales Executives Assn., YMCA Board of Managers, Hollywood Bowl Associate Board of Directors, Hollywood Ad Club, Los Angeles Breakfast Club.

He still finds time though for active hobbies such as flying (he's had a commercial license since 1940; golf and photography—color photos are his meat.

And in his "spare-time," when he's not thinking about and planning out his business, he writes articles and addresses various groups. He has to his credit one book on "Effective Public Speaking" and over a dozen published articles. And he's still going strong!

THREE DIFFERENT MAPS PROVE WSIX covers Nashville's trading area!

NO WASTED COVERAGE

Signal strength, mail pull and BMB audience maps all show almost exactly the same coverage. They prove that WSIX gives you Nashville's 51-county retail trading area. In WSIX's 60 BMB counties 1,321,400* people spend $654,888,000 yearly in retail stores alone. No wonder sponsors get results year after year with WSIX. It's a better buy for you, too.

*Projected from Sales Management May '48

• Write for convenient tabulation of market data.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

National Representative: The Katz Agency, Inc.

5000 WATTS • 980 KC • ABC

and WSIX-FM • 71,000 W • 97.5 MC

range of recognition

FROM the sublime in great music to the sublimely ridiculous in children's shows, the scope of NBC-produced programs again is reflected in this year's Peabody Awards.

More than to any other broadcaster went awards—for music, for drama, for juvenile entertainment and fine television, for service to the public.

For Outstanding Entertainment in Music: an Award to the Network itself for its over-all contributions to the broadcast of good music, with special reference to the NBC Symphony, Orchestras of the Nation and the First Piano Quartet.

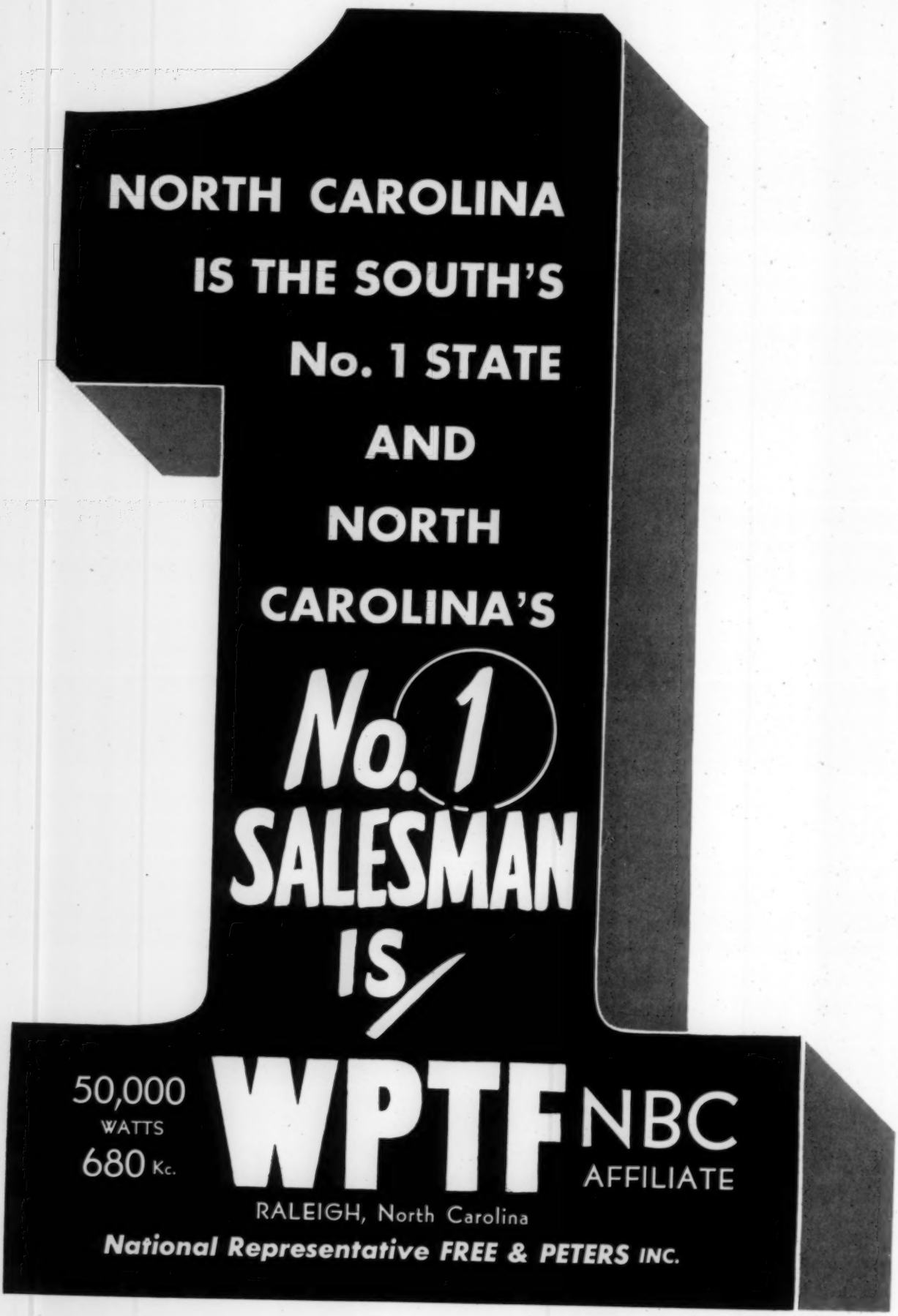
For Outstanding Entertainment in Drama: NBC University Theater.

For Outstanding Children's Program: "Howdy Doody" (This Award not only recognizes a superior children's program but also excellent work in television.)

For Outstanding Public Service by a Regional Station: an Award to KNBC, San Francisco, for "Forests Aflame."

It is gratifying to have critical approval confirm public applause. These awards serve again to illustrate reasons why NBC is always *America's No. 1 Network.*

A service of Radio Corporation of America


NORTH CAROLINA
IS THE SOUTH'S
No. 1 STATE
AND
NORTH
CAROLINA'S
No. 1
SALESMAN
IS
50,000
WATTS
680 Kc.
WPTF
NBC
AFFILIATE
RALEIGH, North Carolina
National Representative FREE & PETERS INC.

BROADCASTING
TELECASTING

Vol. 36, No. 19 WASHINGTON, D. C., MAY 9, 1949 $7.00 A YEAR—25c A COPY

COY APPROACHED BY TBA

Proposed for Presidency

FCC CHAIRMAN Wayne Coy can become czar of TV if he's interested.

This prospect was explored with Mr. Coy by a committee representing the Television Broadcasters Assn. at a luncheon conference in New York last Friday. No determination was reached and it is unlikely that one will be for some weeks—perhaps after the Chairman returns from Paris in latter July or August. He was formally named last week to the chairmanship of the American delegation to the International Telegraph & Telephone Conference and he plans to embark for the Paris conference on May 12 [BROADCASTING, May 2].

After the luncheon Mr. Coy was not available for comment but others who were present said no definite decision had been reached.

Only 24 hours before, speaking at the Annual Institute for Education by Radio at Columbus, Ohio, Mr. Coy had waxed eloquent over TV's future, with the flat prediction that TV would be dominant over aural broadcasting in five years. He agreed with optimistic estimates of some manufacturers that half the families in America would own a television set within that time (see page 29).

Though the FCC chairman outlined the bottlenecks to TV—the "freeze," high costs, lack of adequate network facilities, and the settlement of the UHF standards—he was confident that all of these problems will be licked within this five-year period. In the speech he warned AM broadcasters to be cautious in their plans, and those who would enter aural broadcasting should "carefully weigh" the chances.

Similar to NAB

Should Mr. Coy accept the TBA presidency he would find himself directing an operation somewhat paralleling a similar TV department at NAB. In carrying out an NAB board mandate to hire a TV director, President Justin Miller has asked board members to vote by mail on a plan to name Executive Vice President A. D. Willard Jr. to the post (see story page 25).

NAB has been contacting possible candidates for the TV directorship. Among those mentioned for the job, which had a tentative $25,000 salary, was Jack R. Poppele, WOR New York vice president and MBS board member who has been TBA's president.

In contacting NAB directors Judge Miller pointed out that Mr. Willard knows the industry thoroughly, enjoys wide prestige and would make an efficient TV director for NAB. He added that NAB could effect a $25,000 saving at a time when NAB has budget troubles.

The Friday session was arranged following a meeting of the TBA board a week earlier in New York. At that time the topic of a paid presidency was raised and Mr. Coy's hat was tossed into the ring, unbeknownst to him. This was done because of the Chairman's avid interest in TV and his repeated admonitions that there must be orderly development and transition if television is to achieve maximum growth as a mass medium.

A committee comprising Mr. Poppele; Dr. Allen B. DuMont, president of DuMont telecasting and manufacturing operations; Lawrence W. Lowman, CBS vice president and general executive in charge of television, and G. Emerson Markham, station manager of WGY and WRGB Schenectady, was designated to confer with Mr. Coy.

Dr. DuMont, strong man on the TBA board and first president of the organization, vigorously urged retention of a paid executive and espoused the Coy appointment, if Mr. Coy is available. He volunteered personally to seek to raise the necessary commitments from TV set manufacturers to guarantee a three-year tenure for the Chairman. It was presumed that the amount to be sought would be roughly $100,000 a year for three years, through contribution of approximately $5,000 each by the top manufacturing companies.

Would Have Paid Head

Presumably the expanded TBA structure would have a paid president who would be compensated from $25,000 to $35,000 a year and who would headquarter in Washington. He would set up a small cohesive organization, which would direct its primary energies to public relations in behalf of TV along with necessary representation in regulatory, technical and legislative matters.

While no formal word was forthcoming following the Friday conference, it was understood that Chairman Coy took the proposition under advisement. He may return from the Paris sessions—probably in early June — to direct urgent Commission business. Conceivably at that time he might advise the TBA committee whether he will consider their proposal. It is doubted whether he would be disposed to leave government service until after his return from the Paris conference as well as the London Telecommunications Conference scheduled to get under way July 21.

Dr. DuMont, who has no alliance with sound broadcasting, is represented as being opposed to merger of TBA with the NAB, as has been

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McGEE & MOLLY

Capital Gains Refusal Seen

FEDERAL Bureau of Internal Revenue was reported last week to have issued what amounted to an adverse ruling on a proposed contract, containing some capital gains features, between Fibber McGee and Molly and NBC.

The proposal had been submitted to the bureau by Lloyd Wright, Los Angeles attorney representing the comedy team, more than a month ago [CLOSED CIRCUIT, April 4]. It was understood that Mr. Wright reserved the right to withdraw it without prejudice in the event of an unfavorable reaction from the tax authorities.

News of a subsequent withdrawal last week came as a surprise to NBC, it was reported. The proposal was not withdrawn at NBC's instigation, it was said.

The supposition was that government tax experts had advised Mr. Wright of an eminent unfavorable ruling, and that he had exercised his prerogative to withdraw. The bureau did not hand down an official ruling, merely an opinion in view of the withdrawal, it was pointed out.

Although terms of the proposed agreement were not known in detail, it was said that it differed from the capital gains deals which CBS made with Amos 'n' Andy and Jack Benny. Mr. Benny's appeal was subsequently rejected [BROADCASTING, Jan. 1].

Basically, the tentative deal between NBC and Fibber McGee and Molly involved a long-term employment arrangement containing security provisions as well as straight salary clauses. One element of the deal was believed by NBC and Mr. Wright to be subject to capital gains rather than income taxation, and the inclusion of that in the contract motivated the submission to Internal Revenue Bureau scrutiny. The nature of this clause was not made known.

Tentative Agreement

A spokesman for NBC said the network had entered into the tentative agreement with the comedy team, who are now heard over NBC under sponsorship of Johnson's Wax, because the capital gains feature was of secondary importance in the contract.

Meanwhile, the report that NBC had been engaged in a tentative arrangement with talent which included a capital gains provision was at odds with statements made a few days earlier by Brig. Gen. David Sarnoff, chairman of the board of RCA. Gen. Sarnoff advised a stockholders' meeting that NBC had chosen not to enter into the "skyrocket bidding" for talent on the grounds that the cost was not justified (see story page 30).

Negotiations between NBC and Fibber McGee and Molly will probably be renewed on the basis of a contract excluding capital gains elements, now that the Internal Revenue Bureau appeared to have rejected the original plan, it was said.

CBS also figured in negotiations with Fibber McGee and Molly last winter, before NBC entered into the tentative contract which was withdrawn from the tax bureau last week. Whether CBS would also re-enter negotiations with the comedy team was not known.

Assisting Mr. Wright on legal aspects of the case was Joseph Blandi, of Alvord and Alvord, Washington attorneys.

RICHFIELD
Plans Co-op Advertising

RICHFIELD Oil Corp. of New York, whose marketing territory extends along the Atlantic seaboard from Maine through the Carolinas, has begun a cooperative advertising plan under which the company will reimburse dealers for half their cost of local advertising.

The plan will extend throughout 1949, according to B. N. Pollak, sales promotion manager of the company. Distributors may select their own media and negotiate their own contracts. Richfield will supply radio commercials without charge and will reimburse dealers for 50% of their local advertising expenditures.

Richfield distribution is made through independent distributors.

WGUY TO JOIN CBS
WABI May Go to ABC

WGUY Bangor, Me., becomes basic supplementary affiliate of CBS Aug. 1. At that time WABI Bangor, now the CBS affiliate, is expected to go with ABC.

WGUY, a 250 w station, is owned by Guy Gannett Broadcasting Services of Portland and Bangor, owner of WGAN Portland, which has been a CBS affiliate for some time. WABI Bangor, a 5 kw station, is owned by Community Broadcasting Services of that city.

Cantor Negotiates

DESPITE several meetings on the question of Eddie Cantor's fall television entry for Pabst, "nothing final has been settled," according to Sam Weisbord, William Morris representative who has been handling the negotiation on behalf of the comedian. Paul Warwick, agency president, and C. F. Staudinger, agency vice president, have attempted to get the contract settled but Mr. Weisbord advised BROADCASTING "that it will be a matter of weeks before anything definite is settled." He declined to affirm or deny that Mr. Cantor was seeking a contract which would tie his earnings directly to sales results, via salary and bonus agreement.

Repeated Repeat

FOR a few unhappy minutes, WJZ New York May 1 turned time backward, and played the previous week's recording of the Drew Pearson repeat broadcast. The error was noticed after eight minutes had elapsed, and the station played the correct transcription from beginning to end. Mr. Pearson's first broadcast, aired 6-6:15 p.m. on ABC, is sponsored by Lee Hats. The 11-11:15 p.m. program is sponsored on WJZ only by Wallach's Inc., New York retail clothier.

NEW AGENCY
Hixson-O'Donnell Changes Firm Name

Mr. Morey Miss Johnstone Mr. Humm

FOLLOWING the retirement of the two directors whose name it bears, Hixson-O'Donnell Advertising, New York, effective June 1, will become Morey, Humm and Johnstone Inc., the present board of directors announced last Thursday.

Retiring directors are Robert Hixson and Julian O'Donnell, both of Los Angeles, neither of whom has been active in agency matters for some time. Mr. Hixson is a principal in the Los Angeles firm of Hixson and Jorgensen, while Mr. O'Donnell is said to be retiring from business entirely.

The change of name and of directors will not affect the agency's personnel, service or location in the Empire State Bldg., New York, the present board said.

Present executive lineup of the agency follows: Sylvester M. Morey continues as president and Llewellyn B. Van Doren, formerly a vice president, becomes executive vice president. Albert W. Humm continues as vice president in charge of the Home Appliance and Utility Division, and Muriel E. Johnstone as vice president in charge of the agency's Rockefeller Center office, specializing in fashion accounts and allied fields.

The agency, which was organized in 1941 with three accounts and 11 people, now has more than 30 accounts and a staff of 42.

Sigmund Named

WILLIAM F. SIGMUND, of Henry J. Kaufman & Associates advertising agency, is the unopposed nominee for president of the Advertising Club of Washington, D.C. He will replace Ben Strouse, president and general manager of WWDC, independent Washington outlet. Radio personnel whose names are up for election to the club's officialdom are, for treasurer, Stanley Bell of WRC and Helen K. Mobberley of WWDC-FM, both Washington.

BAILLIE TO SSC&B
Is Vice President, Director

LLOYD W. BAILLIE, former vice president and director of J. Walter Thompson Co., New York, has joined Sullivan, Stauffer, Colwell & Bayles Inc., New York, in the same capacity. He will concentrate on products in the grocery field.

Mr. Baillie joined JWT in 1919 and has been responsible for the advertising of well-known products sold through grocery stores in the U. S. and Canada.

Drawn for BROADCASTING by Sid Hix

"Success in America! RCA Victor has come out in favor of 45 revolutions per minute!"

POLSKY SALES
Spurt During WAKR Shows

"WINDOW-VISION" broadcasts, utilizing novel promotion aids and live models, were responsible for a sharp increase in the millinery sales of the A. Polsky Co. in Akron, Ohio, during pre-Easter week. The program was staged by WAKR Akron, which airs the *Lynn Lawrence* program daily at 1:15 p.m., and Meg Zahrt, Polsky radio director, who conceived the idea.

Miss Zahrt interviewed housewives, offering shopping advice and comments on ladies' hats worn by models strolling through the window. "Window-vision" project, similar to one staged last fall in the store, may become a semi-annual event, she pointed out. Assisting Miss Zahrt were Bob Wylie, WAKR announcer, and Irv Knopp, engineer.

Boom in sales was attributed to the novel window promotion and radio broadcasts. Store is one of the larger regional advertisers.

FAIRBANKS FIRM
Shifts Sales Personnel

SHIFT of personnel involving New York and Chicago sales offices was announced last week by Jerry Fairbanks Productions, Hollywood. Jack Pegler, who has been in charge of New York office, will be sales chief of the Zoomar Corp., a firm organized by Mr. Fairbanks for the manufacture and sale of Zoomar camera lenses. "Increasing number of stations . . . and expected jump in outlet applications . . . necessitated the setting up of a separate organization," Mr. Fairbanks said.

Taking over the New York office will be B. N. Darling, head of the Chicago office for the past three years. He will supervise both offices. Robert Coffeen will be assistant to Mr. Darling in Chicago and Robert Lawrence, assistant in New York.

Groucho Marx to CBS

ELGIN-AMERICAN Division of Illinois Watch Case Co., Chicago, will move *You Bet Your Life*, starring Groucho Marx, from ABC to CBS Sept. 28. Program will be heard Wednesdays 9-9:30 p.m. Mr. Marx, whose program won a Peabody Award a fortnight ago, is the second major ABC star to decamp to CBS. Bing Crosby, who is heard on ABC for Philco, was signed by CBS several months ago. Agency for Elgin-American is Weiss & Geller Inc., Chicago.

Bendix Spots

BENDIX Home Appliances, South Bend, Ind., is starting a national spot campaign for its automatic washer, in about 90 markets early in June. Agency is Tatham-Laird, Chicago.

BAB POLICY GROUP

Meeting To Start NAB Overhaul

By J. FRANK BEATTY

FIRST of a series of major changes in NAB's structure will get under way this week when the Broadcast Advertising Bureau Policy Committee holds a Wednesday meeting in Washington.

The BAB project is only one of a series of post-convention developments in which the whole trade association structure is involved.

Prospect of a pitched battle to decide who will provide trade association service for television stations is seen as a result of an NAB board referendum, one of three, on a plan to appoint A. D. (Jess) Willard Jr. as NAB television director, dropping his management duties in the executive vice presidency.

As NAB President Justin Miller awaited a board decision on this plan, Television Broadcasters Assn. was working on a comprehensive reorganization by which an additional $100,000 annual fund would be raised to operate Washington headquarters with a prominent industry figure serving as paid president (see story page 23).

Duties Realigned

If Executive Vice President Willard becomes NAB's television director, Judge Miller and Secretary-Treasurer C. E. Arney Jr. will absorb many of his management duties. Mr. Willard had extensive radio experience and had directed NAB-TBA merger conversations last autumn when a union of the groups appeared imminent.

That merger would have brought TBA into NAB on a basis somewhat similar to BMI, TBA having its own officials interlocked with NAB. Most TBA board members are said to oppose a merger with NAB.

TBA's operations have been severely curtailed by inability to raise money from television stations, practically all of which operate in the red. Some feeling had developed within NAB circles that TBA merely wanted NAB to put up money to keep it going as a promotional organization with some trade association aspects.

Should TBA be able to raise a large enough kitty to set up a Washington office and hire a paid president, it likely will find NAB aggressively serving the visual industry.

The NAB plan, if adopted, would start off with a tour of TV stations. TV operators would explain what service they want from NAB and the ideas would be pooled as basis for a complete television service.

It was made clear that NAB has no intention of interfering with the present TBA service but another instance of trade association competition is deemed inevitable should TBA expand to any marked degree, many industry observers feel.

The original FM Assn. project, for example, was strictly promotional, but FMA soon was stepping on NAB's toes and bitter feeling developed as the promotional venture became a full-fledged trade association, though with a smaller budget than the originators anticipated. FMA now is operating on a tiny budget and its activities are mostly confined to promotion of the FM medium.

Judge Miller has two other NAB board ballots in the works. The need for three board decisions by mail less than a month after its last meeting is believed without precedent.

One of these ballots involves a plan to combine the Sales Managers Executive Committee and Small Market Stations Executive Committee. This would be in line with the BAB project, which is to be under way by the end of May.

The other ballot asks board sentiment on a proposal for NAB to take part in litigation involving the suit of KFI Los Angeles against a California judge and KVOE Santa Ana, Calif., based on the court's grant of exclusive broadcast rights to KVOE in a murder trial. The NAB board decided last November that NAB should not take part in the proceedings. Since that time an appellate court has upheld the lower court's decision that KFI had shown no violation of its constitutional rights.

Now that the case is on the Supreme Court level, Judge Miller reminds the board that basic rights affecting every broadcaster are at stake but suggests directors do not vote until they receive the opposition side from Calvin J. Smith, KFAC Los Angeles, NAB District 16 director.

Several other developments at NAB headquarters reflect the demands of the membership that the association adapt its structure to industry trends. These demands were made clear at the Chicago convention last month, topped by the successful clamor for a sales promotion bureau with enough funds to combat the lavish promotions of competing media.

The association is endeavoring to sign up remaining subscribers to the BMB waiver plan. Some 350 stations are understood to have signed waivers, with BMB hoping most of the 200-odd unsigned stations will be in line shortly. NAB assumed responsibility for the second BMB study when the board approved a loan of $75,000 to BMB provided most subscribers sign waivers.

With NAB membership below the 1948 level, battle plans for an intensive membership drive are being drawn, in line with a board order. State chairmen are to direct the campaign.

NAB has six television members, 1,230 AM and 602 FM, a total of 1,838 station members. This compares to three TV, 1,270 AM and 643 FM members a year ago, or a total of 1,916 stations.

Some of this loss was ascribed

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FCC COMR. Frieda B. Hennock (r) and Mrs. Harry Truman were among the guests at the U. S. Chamber of Commerce annual luncheon last Tuesday in the Shoreham Hotel, Washington. (See story page 51.)

NABET TALKS

Prospects of Settlement Seen

PROSPECTS of a nation-wide strike by NABET engineers against ABC, NBC, WOR New York and WOIC (TV) Washington diminished as BROADCASTING went to press.

A management spokesman said a complete settlement was possible by the Saturday midnight deadline. A union spokesman reported merely that "some progress" was made.

Actually, it was learned that until Friday, most of the week-long negotiations were on "working conditions" and not on the main issue —wages. NABET was seeking what amounts to a 15% increase, while the companies, it was said, had been standing pat.

On Thursday, however, negotiations did turn to wage scales for one of the groups—the traffic communications engineers. It was learned that increases for them were tentatively agreed upon. This group numbers only about 40 or 50 out of the 1,000 engineers covered in the negotiations.

Another development Thursday evening was action by two NABET chapters backing its negotiating committee by votes of confidence and by extending them full discretion. This action, by the New York chapter, covering ABC, ABC-TV and NBC engineers, and by the Hudson chapter, covering WOR engineers, was regarded as permitting the negotiators to extend the present contract during negotiations or to call a strike, if the committee regarded that as necessary.

If no settlement were reached by the Saturday deadline, it appeared likely that an extension pending negotiations would be agreed to.

Such an extension was agreed to Saturday, April 30, after expiration of the NABET contracts [BROADCASTING, May 2]. That extension, for seven days, brought the new deadline to midnight Saturday.

As for the networks, they were fully aware that although the word "strike" might not appear in negotiations, a nationwide strike involving almost 1,000 engineers could take place. They were making preparations accordingly and expected to operate as fully as possible should a strike occur.

Negotiations continued on a marathon basis during the week—some days on a 10:30 a.m. to 10:30 p.m. schedule.

Wages, which were the real sticking point, were for the time being sidetracked while working conditions were being discussed.

Tentative agreements were said to have ben reached on meal times, severance pay, vacations and the arbitration of matters considered "hardship" to NABET members. It was possible a permanent arbitrator might be set up.

On meal times, present clauses which provide premium pay when an engineer works right though his meal hour, were supplemented to give him the right to walk off the job—even in the middle of a program—after a certain number of

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WEBSTER

Reappointment Nomination Sent to Senate

THE SENATE Interstate & Foreign Commerce Committee Wednesday received President Truman's nomination of FCC Comr. Edward M. Webster for reappointment to a 7-year term. Confirmation is confidently expected since it is known that Sen. Edwin C. Johnson (D.-Col.), chairman of the committee, endorses the nomination [CLOSED CIRCUIT, May 2].

Comr. Webster

Comr. Webster is scheduled to appear before the committee meeting in executive session Wednesday. His present term expires June 30. Although there is the possibility that formal hearings will be held, as with any executive appointment, the chances are believed to be remote in this instance.

Comr. Webster was first appointed to the FCC by President Truman March 7, 1947, to fill the unexpired term of Paul Porter. Prior to his appointment he had served as director of telecommunications for the National Assn. of American Shipping, and as a commodore in charge of U.S. Coast Guard communications system.

Technical Speciality

During his two years on the Commission, he has been particularly concerned with safety and special services aspects of the FCC's activities, and has participated in many international radio conferences. His extensive technical knowledge in radio and telecommunications has been invaluable in these meetings.

Comr. Webster is a native of Washington, D. C., and was first on the FCC payroll in its engineering department in 1934. A year later he was named assistant chief engineer. In this role, he was the Commission's expert on radio and wire services, embracing marine, aviation, experimental, emergency, amateur and common carriers to the inclusion of cables.

His experience at international conferences rivals that of many members of the State Dept. He has attended more than 20 such meetings, and has assisted in preparations for several more. His service on governmental and international committees has been extensive. In 1947 he was chairman of the Interdepartmental Radio Advisory Committee, assistant secretary of the Board of War Communications and chairman of the Executive Committee of the Central Frequency Propagation Lab, and has served in peace and wartime on many other committees and boards.

Coast Guard Academy Graduate

In 1912, at the age of 24, he was graduated from the U. S. Coast Guard Academy, and served during World War I as a communications officers. He spent more than 30 years in Coast Guard service, serving as chief communications officer for the Coast Guard in 1914, and again in World War II. His duty with the Coast Guard in World War II earned him advancement from captain to commodore, and an award of the Legion of Merit for outstanding accomplishments.

As a result of his work investigating the *Morro Castle* and *Mohawk* steamship disasters, he drafted legislation which placed in operation the radio provisions of the International Convention for the Safety of Life at Sea.

He is a member of neither political party, having been a voteless citizen of Washington, D. C., for his entire life. Comr. Webster is married and the father of two children. He is a Fellow of the Institute of Electrical Engineers, of which he is a former director, and is a member of the Propeller Club, the Veterans Wireless Operators Assn. and the Army and Navy Club.

HOOSIER OF YEAR

Indiana Group Names Coy

WAYNE COY, FCC chairman, was to be presented with an award as "outstanding Hoosier of the year" at the semi-annual banquet of the "Sons of Indiana," held Friday night at New York's Henry Hudson Hotel. The organization is a group of some 800 transplanted Hoosiers.

Mr. Coy was expected to address the guests at the dinner, speaking "off the cuff." It was expected, however, his remarks would be nostalgic ones about Indiana, and not about the broadcasting industry.

CBS Dividend

CBS board of directors last Wednesday declared a cash dividend of 35 cents a share on its class A and Class B stock. The dividend is payable on June 3, 1949, to stockholders of record at the close of business on May 20, 1949.

GARDELLA CASE

Players Seek Injunctions

EFFECT of television and radio on baseball should be decided by a trial of the facts, Mark F. Hughes, attorney for organized baseball, argued last week in the U. S. Court of Appeals for the Second Circuit, New York.

He took that line in appeals brought by Max Lanier and Fred Martin, suspended Cardinal players, and Danny Gardella, suspended Giants outfielder. The players were seeking preliminary injunctions pending trial of their anti-trust cases. Federal District Court had denied the injunctions.

Joins McCann-Erickson

Mr. Booraem

HENDRIK BOORAEM, formerly head of his own radio production firm, joins McCann-Erickson, New York, as executive radio producer. Mr. Booream's appointment to the agency is effective today, it was further announced.

FCC RAPPED

Appeals Court Returns Three Cases

SENDING three cases back for corrective action, the U. S. Court of Appeals for the District of Columbia last Wednesday rapped FCC for failure to show the basis of decisions and for inconsistency in applying its yardsticks to rival applicants.

In the three unanimous decisions the Court also:

- **Tacitly supported FCC's policy of counting newspaper affiliation to an applicant's disadvantage in competitive proceedings.**
- **Reiterated, in such a manner, that FCC staff members took it to be a virtual mandate to look at program plans more closely, reiterated that a comparison of the programming proposals of competing applicants is "not a form of censorship."**
- **Ruled that FCC can't act on an application which was not completed at the time it was sworn to, but said this defect can be cured by an amendment of the application.**
- **Agreed with FCC that FM stations needn't be counted as equals of AM stations in comparing the radio services of two communities.**
- **Read a lecture on the essentials of comparative hearings.**

The cases involved three appeals, all of which the Court upheld at least sufficiently to send them back to the Commission for further proceedings.

These were the appeal of Johnston Broadcasting Co., licensee of WJLD Bessemer, from the 850 kc, 5 kw day and 1 kw night grant to WTNB Birmingham and the denial of Johnston's Birmingham application [BROADCASTING, Dec. 15, 1947]; Easton (Pa.) Pub. Co.'s appeal from the 1230 kc, 250 w grant to Allentown (Pa.) Broadcasting Corp. and the denial of Easton's rival application [BROADCASTING, June 30, 1947]; and KFYO Lubbock's appeal from the 790 kc, 5 kw day and 1 kw night grant for KVLU Lubbock and denial of KFYO's bid for the same frequency with 5 kw [BROADCASTING, July 7, 1947].

In the Alabama case, reversal was based on FCC's disregard for the fact that Thomas N. Beach, owner of WTNB and winner of the grant, executed the affidavit on his application a month before the "attached" engineering data was completed.

Rules on FCC's Power

"The Commission had no power to act upon the unverified application," the Court ruled. It did not direct that a grant be issued to Johnston Broadcasting Co. "The better procedure is to let the Commission complete its administrative determinations," the Court said.

On the other charges made by Johnston, the Court supported FCC. It saw "no error in the Commission's failure to find a distinctive difference between the applicants" on the questions of local residence, broadcasting experience, and participation in station affairs. It agreed FCC can't choose applicants on the basis of "political, economic or social views," but it saw no tendency to do so in FCC's preference for the WTNB program proposals.

The Court held further that FCC clearly spelled out the differences it found in the programming and staffing plans of the two applicants.

Not so in the Texas and Pennsylvania cases. In neither one could the Court discover why the Commission acted as it did. Further, it found that FCC had invoked its so-called non-newspaper policy against one of the Lubbock applicants but not against the other.

The Easton-Allentown case hinged upon "fair, efficient and equitable distribution of radio service." FCC concluded that "Allentown is in greater need of another radio station than Easton." The Court declared:

We cannot tell from the findings what caused the Commission to say that Allentown's need was greater.

Present and proposed programs would seem to be an essential element in testing comparative community needs from the standpoints of both the receivers and the broadcasters. . . .

The record contained evidence upon the programs. The Commission made findings as to the composition and character of the program proposals of the two applicants. But it gave no indication of their comparative qualities, or of the lack of any particular type of service in either community, or of the greater ability of either applicant to meet that need.

It may be that the Commission measured the comparative need by the comparative size of the communities.

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CAA ANTENNA PLAN

Broadcasters Protest Changes

PROTESTS that the new CAA antenna-site standards as now proposed [BROADCASTING, May 2] would protect aviation's growth at the undue expense of radio's were aired in an informal Government-radio-aviation conference last Tuesday.

A further conference was set for May 24 to give broadcasters time for further study of the proposals, which they considered too complex for appraisal in the few days which had been allotted them.

FCC Comr. E. M. Webster, chairman of the Interdepartmental Committee which has been working on the standards for more than a year, explained that the committee would review the proposals in the light of comments and suggestions advanced in the conferences. If the final document is acceptable to FCC it will be incorporated into FCC's rules, with broadcasters first given an opportunity to offer protests and observations formally.

FCC Aviation Division spokesmen estimated that the proposed criteria might make antenna-site studies unnecessary for "say, 80%" of the applications, by showing where towers may be erected without specific CAA approval. But broadcasters appeared wary.

The conference developed a demand, among radio representatives, for procedures which will make sure that aviation interests put their reasons on the record whenever they reject a proposed tower site.

Glenn D. Gillett, president of the Assn. of Federal Communications Consulting Engineers, said broadcasters have been subject to rule by "prejudice, suspicion and caprice within the CAA." He charged that it has been impossible to force CAA into a hearing where it would have to stand "on its merits" instead of "prejudice and caprice."

He felt standards are needed, but that they should be "fair."

Raymond F. Guy, manager of radio and allocations engineering for NBC, felt the regional supervisors who investigate proposed tower sites should be required to give the applicant a hearing along with those who oppose him. If the broadcaster and aviation interests can't agree, he said, an impartial arbiter should make the decision.

Dobin Takes Exception

Paul Dobin, of FCC's Law Bureau, took exception when Mr. Guy protested that broadcasters in the past have had no recourse from adverse CAA decisions. Under the law, he said, FCC cannot deny applications without hearings, and denials may be taken into court. He suggested that broadcasters aren't exercising their full rights.

Targets of the broadcasters included provisions of the criteria which would require aeronautical study of (a) any proposed antenna which would be more than 200 feet high and be located within 10 miles of the end of any runway which is or "may be" used for instrument landings; (b) any proposed antenna which would be located in an area 10 miles square centered on the radio facility used for the final landing of aircraft.

Mr. Howard

Mr. Gillett

Royal V. Howard, NAB director of engineering, asked whether this wouldn't virtually preclude towers in congested areas.

Require Study

Edwin L. White, chief of the Aviation Division of FCC's Engineering Bureau, who carried the ball for FCC in explanation of the standards, said towers wouldn't be prohibited in thoses cases but that they would require special study.

It was brought out that there are now about 100 airports with instrument landing systems and that the ultimate total is expected to be about 250.

In response to Leonard H. Marks, counsel for FM Assn., aviation spokesmen declined to agree to change the language regarding runways "which may be used" for instrument approach, to runways "which are used" for instrument approach. They denied, however, that "which may be used" would be construed to apply to any runway.

Big Penalty Claimed

Mr. Marks said he was sure radio wants to cooperate for the protection of air transportation, but that "some consideration" should be given to the growth of radio as well as that of aviation. Ruling out high towers within 10 miles of instrument runways, he contended, is a "big penalty" for radio.

Asked how the proposed standards would affect existing towers, Mr. White said he didn't think there would be any attempt to reopen cases that already have been closed.

FCC spokesmen said that under the standards 24 of the 33 tower sites in the Washington area would have been acceptable, and that there is no assurance that the others would have been rejected.

Representatives of CAA, CAB, National Military Establishment, and commercial aviation interests have endorsed the standards as proposed, though they said they would like even greater protection.

Antenna-site approvals are and would continue to be handled by an Air Space Subcommittee of the Air Coordinating Committee, which includes representation from FCC, CAA, the Army and Navy, and the aviation industry. Regional subsubcommittees make the investigations and recommendations, subject to approval by the committee in Washington and acceptance by FCC. Under the proposals, checks would be required only in cases exceeding the specified standards.

CAA representatives at the informal conference included:

G. R. Gaillard, standardization coordinator; B. F. Spano, his deputy; Paul Stafford, director of airport engineering service; Frank Stanne of the instrument approach procedures staff; T. Chapman, chief of the aides and hazards staff, and Frank H. Cosgrove, technical assistant, air navigation facilities service. Representing CAB was Oscar Bakke, flight operations specialist.

Text of the standards as now proposed, subject to revision when the conferences with broadcasters have been completed:

PROPOSED CRITERIA FOR DETERMINING OBSTRUCTIONS TO AIR NAVIGATION CAUSED BY RADIO ANTENNA TOWERS

Antenna towers will be considered a hazard to air navigation when they project above the heights outlined in this regulation.

1. Antennas over 500 feet in height above the ground will require special aeronautical authorization irrespective of their location. In the aeronautical study, special consideration will be given to antennas shielded by existing obstructions. Antennas less than 500 feet in height will not require special aeronautical study except in the following areas:

a. Certain prescribed areas in the country where antennas less than 500 feet in height would necessitate the raising of the minimum flight altitudes. (Map of U. S. showing present prescribed areas now in preparation. This map will be revised as of January 1 of each year.)

b. Certain corridors in which low

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CONE

Advertising Not 'Expense'

ADVERTISING appropriations should be charged off as cost—rather than expense-items, Fairfax Cone, board chairman of Foote, Cone & Belding, asserted Thursday at a luncheon meeting of the Investment Analysts Club, Chicago.

Discussing "Advertising and the Business Outlook," Mr. Cone outlined why advertising will be a strong factor "in the outlook to come." "Agencies know now there won't always be a Christmas. In this competitive period, the history of every success will be repeated. There will always be somebody who can make a product better and sell it for less.

"Advertising was a luxury for eight years, from 1940 to 1948, and funds for it were allocated after the product was sold and the money was in. Advertising established good will and kept a product name in front of the public, but it was misused. Many industry people came of age in those eight years without learning the competitive facts of life."

Advertising can be classed as a luxury in a competitive market only if "a company is going broke," he claimed. "No firm can stay healthy if it doesn't consider advertising a selling cost. Expense can be trimmed. Cost is vital."

He suggested that an increase in productivity, rather than a general cutback, is the answer to cost-cutting. "Cutting back can shrink the economy of any industry, and decrease reduces advertising losses and decreases with reduced advertising loses any customer eventually." He agreed with the concept that "the miracle of America is the miracle of mass selling and not mass production."

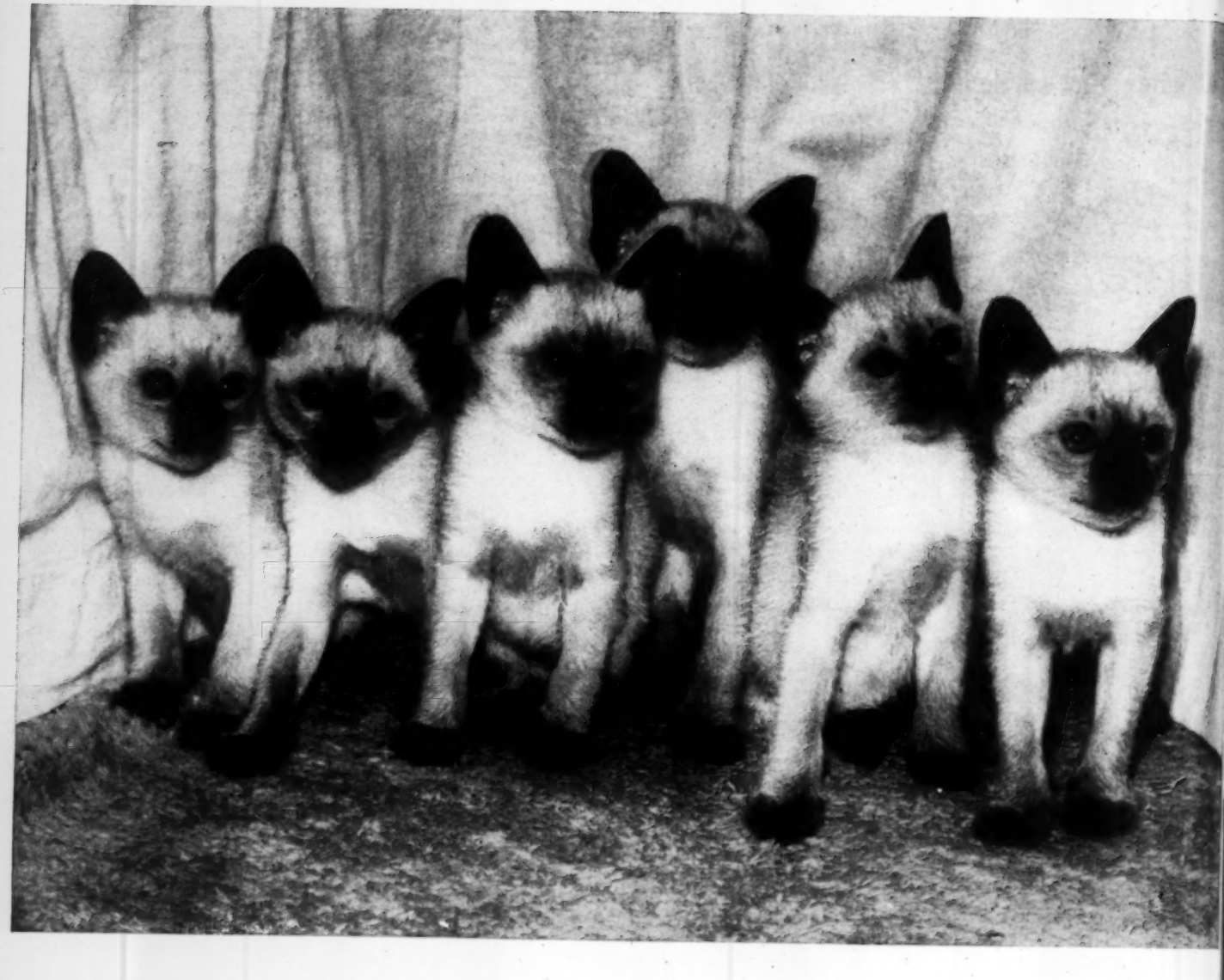
At Record Low

Pointing out that the ratio of advertising to the national income is the lowest in recorded history, he cited the 1947 index at 1.95 contrasted with 2.55 in 1937. "There has never been an inflation in advertising, and the only change in the past 20 years is the decrease in cost-per-thousand."

Selling pressure should never be let down, and in strong competition it should be increased greatly, he said. Mr. Cone included research in a list of fads exploited by agencies during the years. "There is a terrible waste committeed in the name of research, because the tool may not always be used skillfully."

The "greatest tool' in advertising, however, is the planning. Looking at advertising only as a substitute for personnel selling, Mr. Cone—basing his conclusions on the premise that an honest product is being advertised—asserted that cost of advertising can best be regulated by the copy. "Copy gets results, which may be an old fashioned idea, but we are all going back to a lot of old fashioned ideas." Elaborating on the three rules of salesmanship — appeal, direction and approach—he citied Toni and International Cellu-cotton products for their campaigns, in which advertising budgets have increased but actual advertising costs have gone down. "Three years ago Toni spent $1 million to sell $1 million worth of permanents. Last year it spend $7 million to sell $25 million worth," he said.

And, to build a business such as these, "The first goal of any piece of copy, visual or verbal, is to gain confidence."



Attention-getters

These cute Siamese kittens got plenty of attention recently when they made their first appearance in a cat show. We show them here to get *your* attention, so we can make a point about the attention advertisers get over Radio Station W·I·T·H in Baltimore.

They get plenty, too—at real bargain rates! You see, W·I·T·H produces more listeners-per-dollar than any other station in town. This means that you can accomplish BIG things in this rich market with very LITTLE money.

W·I·T·H is the BIG independent with the BIG audience. It covers 92.3% of all the radio homes in the Baltimore trading area. If W·I·T·H isn't already on your list, and if you're looking for low-cost results, call in your Headley-Reed man today and get the whole W·I·T·H story.

W·I·T·H

AM Baltimore, Md. **FM**

Tom Tinsley, *President* · *Represented by* Headley-Reed

RADIO'S FUTURE

TV To Lead by 1954, Says Coy

WAYNE COY placed the date for television's dominance over aural broadcasting as 1954—five years from Thursday, May 5, when he addressed the 19th Institute for Education by Radio at Columbus, Ohio. It was his flat prediction that "Five years from tonight most Americans will be getting most of their broadcast information, education and entertainment from television."

His address was not confined to television, but included some crystal gazing for AM, and FM, and facisimile.

● Five years from now AM will feel the heavy impact of television, and "financial returns will undoubtedly be considerably less."

● For FM he said that millions of people can be reached by an adequate signal only with FM. He repeated his suggestion that AM operators with FM stations be required to duplicate their programming so that "programs which have been developed in radio over more than a quarter of a century may thus be made available to the people over this better system of broadcasting."

● For facsimile he conceded that "much more experience is apparently needed before we estimate the future of this art of radio printing. He did say, however, that the trend would be toward multiplexing so that the printed material could be sent over the receiver simultaneously with voice or music.

His optimism for FM included the statement that he did not think it would "be squeezed out by television," and it would grow in the next five years.

It was in television, however, that the chairman of the FCC opened up with his predictions. "I concur in the estimates of the manufacturing industry that five years from tonight 40 to 50% of the homes in America will have television receivers."

In this same period he said that 600 to 800 television stations would be built and in commercial operation, reaching an overwhelming majority of the people of the United States.

What this would do to aural broadcasting was appraised by Chairman Coy in these words:

"Radio broadcasting faces not only the loss of some of its revenue to television, but it may face a more serious consequence as a result of television, . . . there will be a very considerable readjustment of night time radio programming within the next five years and a more drastic revision of it in the following years as television circulation reaches sizable proportions."

In spite of this, Mr. Coy declared that AM broadcasters would not accept defeat early in the game, and would make "vigorous efforts to make their programming more attractive in an effort to hold their audience or a reasonably large part of it."

He quoted AM revenues figures as estimated by the FCC for 1948, [BROADCASTING, April 19], which indicated that 58% of the stations licensed during the year failed to make money, whereas in 1945 the percentage of new stations which lost money in their first year was 62%. In pre-war experience (1939-1941), an average of 60 stations went on the air each year, and about 30 of them lost money.

TV Expansion Bottlenecks

TV's "freeze" would continue for another "three or four months," Commissioner Coy declared. Admitting that this might be an optimistic prediction he told his audience, "While the freeze will be extended beyond the time that had originally been anticipated, I am quite sure that television service will be much improved because of the very careful scrutiny given the data and the sound basis provided for the revision of Television Engineering Standards."

The second bottleneck to TV's growth, he said, was the limitation of the present 12 channels in the VHF band. The third he listed

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American Exhibition of Educational Radio Awards

QUALITY of radio programs heard in the U.S. and Canada in 1948 improved considerably over a year ago. At least that was the opinion of judges for the 13th annual American Exhibition of Educational Radio programs. They announced a total of 125 awards—57 firsts, 59 honorable mentions and nine special awards—at the opening day's session of the 19th annual Institute for Education by Radio in Columbus.

This was the largest number of awards in the Exhibition's history. Last year the awards totaled 87 with 50 firsts, 32 honorable mentions and five specials. A part of the increase was believed due to the new plan of decentralized judging, adopted this year, which gave several metropolitan committees the final say.

In the network program classification, judged live by a New York board, NBC took the lion's share with seven firsts, including three TV awards. CBC was second with four; CBS and ABC had three each; while the DuMont network took one first award in television.

It also was the first time that television programs were judged in a group and five first awards for TV were announced.

In all, 761 programs were evaluated in the exhibition. Of these, 201 were national network shows while the other 560 were submitted as regional, local and transcribed shows.

National Networks and Organizations

Religious—"Greatest Story Ever Told" (ABC) and "Way of the Spirit" (CBC)—both first awards; "Catholic Hour" (NBC) and "Eternal Light" (NBC)—both honorable mention.

Agricultural — "Columbia's Country Journal" (CBS)—first award. Special award "Garden Gate" (CBS)—Citation: ". . . of particular appeal to the expressed needs of urban and suburban listeners. . . ."

Cultural (excepting music)—"Stage 48-49" (CBC) and "NBC University Theater" (NBC)—both first awards. "CBC Wednesday Night" (CBC) and "You Are There" (CBS)—both special awards. Judges comment: Regretting that discussion programs could not be included, special note is taken of the contribution offered by "Invitation to Learning." The Judges urge further exploration into this type programming.

Cultural-Music—"Boston Symphony Dress Rehearsal" (NBC)—first award. "E. Power Biggs" (CBS) and "Your Ballad Man" (MBS)—both honorable mention.

Public Affairs, Drama—"Living 1949" (NBC) and "V. D.—The Conspiracy of Silence" (ABC)—both first awards. "Mind in the Shadow" (CBS) and "Doorway to Life" (CBS)—both honorable mention.

Public Affairs, Talks-Discussions—"Child's World" (ABC)—first award. Also honorable mention to four programs: "On Trial" (ABC), "Cross-Section U. S. A." (CBS), "Meet the Press" (MBS), and "America United (NBC).

Children's Programs — "Mind Your

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IER SESSIONS

Katz, Marks Speak

"IF education is to qualify in radio or in television or in any other medium, educators must face the fact that their programs must earn and hold an audience that is free to leave."

With that, Oscar Katz, director of research for CBS, last Friday sounded a warning to the 19th Institute for Education by Radio on intellectual and cultural leaders foisting their ideas on the American listening audience. He told the assembly in Columbus for the May 5-8 proceedings that if this is done, "the people as a whole will reject the media."

Mr. Katz brought out his point near the conclusion of a talk in which he had outlined the role television can fulfill for education, while citing the tremendous strides the medium has already made. Since video had such broad appeal, he declared, most of its programs would be entertainment, adding "that is what most people want most of the time in radio and other mass media."

Mistakes of Past

Mr. Katz brought out that in the history of radio mistakes had grown out of the "failure to recognize the inherent attributes of the mass media." He concluded: "Let's hold to the idea that progress in television will and should be paced by the choices of the majority."

Television, which one short year ago occupied the status of an "added starter" at the Institute, signalized its impressive gains by virtually monopolizing the opening two days of the IER.

The first general session May 5 was to consider the future of all types of broadcasting—AM, FM, TV and Facsimile—but it turned largely upon TV, to the evident delight of the over 500 persons in the audience, with the basic presentation address by Wayne Coy, FCC chairman. The highlight in his talk came when he predicted that within five years TV will be "the dominant medium of broadcasting." (See story above.)

Commdr. Loewi

Representing TV broadcasting, a warning note was sounded by Commdr. Mortimer W. Loewi, DuMont director. He told broadcasters and educators that "television is a motivating force—not merely an entertainment medium." He foresaw "serious economic repercussions" if the present race in TV to give "free entertainment" is continued. Furthermore, he stated, "a race raised on a diet of entertainment shortly will display many of the characteristics of a moron, including the demand for more and more at less and less, and lack of appreciation for favors received."

Alternate Choice

The alternate for industry is to use TV for the "magnificent sales stimulant" that it is. Said he: "We are selling TV short when entertainment is allowed to dominate the schedule to the exclusion of a sales message well presented." In the field of education, he said that TV, properly used, is "the greatest instrument for mass dissemination of information and knowledge since the days of Guttenberg."

In his address last week at IER, Leonard H. Marks, Washington attorney and counsel for the FM Assn., bluntly asked FCC Chairman Coy for official action clarifying the future of FM broadcasting. Specifically, Mr. Marks asked that the FCC hold immediate hearing to determine future policy in this field.

Demanding an explanation as to what extent possible regulations would require FM stations to dupli-

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SIGMA DELTA CHI

O'Connor, Mueller Honored

MERRILL MUELLER, NBC London correspondent, and George J. O'Connor, WINR Binghamton, N. Y., news editor, won two of the nine Sigma Delta Chi 1948 awards for distinguished service in journalism. Awards were announced last Friday at Chicago headquarters of the professional journalistic fraternity.

Seven of the awards went to newspapermen, according to Carl R. Kesler, Sigma Delta Chi vice president in charge of the contest. Two additional awards, for courage and research in journalism, are to be announced later.

Mr. Mueller won the radio newswriting award for his dispatch of Feb. 28, 1948, reporting the overthrow of the government of Czechoslovakia and the substitution of a Communist regime. Calling it a distinguished example of newswriting, the judges—radio news executives, newspaper editors and journalism school deans—recalled how Mr. Mueller hastened from a holiday in Spain to Prague when he received word of the crisis.

Mr. O'Connor

Mr. Mueller

"There, under trying circumstances," the citation said, "he gathered facts and gave the world its first word that Czechoslovakia was being drawn behind the Iron Curtain and that Jan Masaryk was in danger. . . ."

Mr. O'Connor was judged to have done an outstanding job of radio reporting when he anticipated that a flood was moving towards Binghamton and other communities and went ahead on his own initiative to warn the public and "perform a spirited public service."

The judges said: "On March 16, 1948, O'Connor noticed that the Susquehanna River was rising extremely fast. He checked the weather bureau but was assured there was no danger of a flood. Nevertheless, he phoned upstream communities and learned rain was approaching cloudburst proportions there.

"He prodded the Broome County officials into action and, on his own authority, began broadcasting flood warnings. From a remote line to his own home on the river ten miles north of Binghamton, O'Connor broadcast frequent bulletins on the flood and eye-witness accounts of evacuations.

"He abandoned his microphone only when the water reached his ankles on his own front porch and rowed to safety with his wife. Sheriff Arlington B. Thatcher credited O'Connor's alertness and enterprise with preventing loss of life and greater property damage."

Each of the award winners receive a bronze medallion and a certificate. The seven newspapermen winners were: Richard C. Looman, San Diego *Journal*, general reporting; Virginius Dabney, Richmond *Times-Dispatch*, editorial writing; Herbert Block, Washington *Post*, editorial cartooning; W. McNeil Lowry, Washington bureau, James M. Cox Newspapers, Washington correspondence; Nat Barrows, Chicago *Daily News*, foreign correspondence; Frank Jurkoski, International News Photos, news picture, and Ed Dodd, creator of "Mark Trail" strip, cartooning.

WMLO to WMIL

WMLO Milwaukee officially changed its call letters to WMIL April 28, Jerome Sill, executive vice president, has announced. The station is licensed to the Cream City Broadcasting Co. and operates on 1290 kc with power of 1 kw day.

1889 Elmer J. Boos 1949

ELMER J. BOOS, 60, vice president and treasurer of the Crosley Broadcasting Corp., died last Tuesday at Bethesda Hospital, Cincinnati, after an illness of several months.

A native of Cincinnati, Mr. Boos began his business career while still in his teens in the accounting department of the old Cincinnati Hamilton & Dayton Railroad. At the age of 26, after several promotions, he was named treasurer of the railroad.

Later the Baltimore & Ohio Railroad took over operation of the CH&D line, and Mr. Boos left in 1917 to become auditor of the Cincinnati Street Railway Co. Six years later he became secretary-manager of the U. S. Shoe Co., a consolidation of a number of shoe making plants in Cincinnati with other factories in Kentucky, Maine and New York.

He returned to Cincinnati Street Railway in 1931 as executive assistant to the president, and also was in charge of the company's taxicab operations.

Resigning in 1942, Mr. Boos joined Crosley as comptroller. He was named a vice president in 1946. During the war he was in charge of administrative activities connected with building of the Bethany shortwave transmitters for overseas use of the Office of War Information.

Mr. BOOS

Surviving are his wife, the former Edna Hummel of Cincinnati, and two children, Katherine and Julian.

PEARSON

Transferring to N.Y. Office

JOHN E. PEARSON, president and sole owner of John E. Pearson Co., will leave Chicago within a few weeks to supervise the firm's radio representative business in New York and take over duties of Hines H. Hatchett, New York manager. Mr. Hatchett has resigned to promote and manufacture a radio scheduling board of his own invention. New York manager eight years, he will leave "within a few weeks," Mr. Pearson said.

Mr. Pearson has named Frank Breslin of the Chicago office to take charge of activities there. No other personnel changes will be made. New quarters in another building will be occupied by July 1.

Before January the New York staff will move to larger offices on the 11th floor at 250 Park Ave.

Other reasons for Mr. Pearson's transfer are consolidation of the 45-station list, the firm's entry into TV in the fall and the concentration of spot business in the East, he explained. Trimming of the station roster began April 15 when the agency resigned its Broadcasting Corp. of America account, which owns KPRO Riverside-San Bernardino, KROP Brawley-El Centro, KUCB Blythe and KREO Indio, all in California.

Mr. Hatchett is a veteran broadcaster, and has been in advertising more than 20 years, 13 of which were with station representatives. Before joining Pearson, he was associated with Gray Agency and John H. Perry & Assoc., both New York.

The board which he has patented was developed as a hobby during the past few years. It includes removable tabs designating features by the day and hour, and has been installed in 1,300 stations, 21 countries and a dozen major universities. Details of his plans will be released when he begins operations from a New York office. The manufacturing plant is in Long Island City, N. Y.

RCA REPORT

Sarnoff Denies Shakeup

BRIG. GEN. DAVID SARNOFF, chairman of the board of RCA, last week brushed aside reports that a shake-up impended in NBC and defended the network's policy in refusing to indulge in "skyrocket bidding" for stars who decamped to CBS.

Gen. Sarnoff

Gen. Sarnoff's remarks were made at the annual RCA stockholders meeting last Tuesday at RCA headquarters, New York.

In response to an inquiry from a stockholder as to whether reports were true that a shake-up among the top echelon of NBC was in the wind, the chairman of the board said that "if it is so, I haven't heard about it."

In his prepared talk, Gen. Sarnoff referred to "talent raids" on NBC and said: "We could have matched the millions involved in such skyrocket bidding had we been indifferent to the interests of our stockholders, artists and clients."

He said RCA believed, however, that "time will show there is no profit to the network, the sponsor or the artists in the purchase of overpriced talent packages."

"Commercial program costs," he said, "must be measured by what radio is able to deliver to advertising sponsors. According to recent trade reports, some of the so-called "assets" purchased in these talent raids already are dwindling.

"Leadership built over the years on a foundation of solid service cannot be snatched overnight by buying a few high-priced comedians. Leadership is not a laughing matter."

Reminding the stockholders that 1948 was the most successful year in RCA's 30-year history, Gen. Sarnoff announced that profits in the first quarter of 1949 exceeded those of the first quarter of the record year previous. He warned,

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Does Television Deserve Stepchild Representation?

This is addressed to those people who have had the courage to invest millions of dollars in this new medium of television. You've invested money in towers, sites and technical equipment, you've planned the programming, set up technical staffs that had to be schooled, you've organized your business and local sales structures and you took for granted that your sales representation was as soundly planned as all your other planning.

Television is different

No one has to tell you that this "newest medium" is *different*. It is no stepchild of radio by a long shot. It is unto itself. It is the most powerful medium yet developed. You appreciate this, or you would not have put the huge sums into it you have. Let's not kid ourselves. Television is competitive to all media—magazines, newspapers, supplements, outdoor, radio, network and spot. The public knows it's competitive. You know it from your own experience with your own set at home. No one yet has figured a way to read a magazine and look at a television set at the same time.

Television has arrived

Agencies are showing their clients how television right now is an economical advertising buy on a dollar basis. Advertisers are not only anxious but well aware they must get into television to protect their trade positions. But whom can their agencies turn to for full-time advice, full-time service and information?

National advertisers and their agencies have always been well informed on media, but have little or no information on television stations and have a hard time getting it. In many cases they have had to go direct to you for it.

Ask yourself these questions:

★ *Does your representative have the same faith and confidence in the television medium you have?*

★ *Is your representative making any investment such as you have in the future of television?*

★ *Is your representative providing the television manpower necessary?*

★ *Is your representative giving you the adequate sales effort you need?*

★ *How well has your representative familiarized himself with your local television operation?*

The answers to these questions are all too clear. More than a few representatives have actually stated that they wished television had never happened and would give plenty to get the guy who invented it. Your representative today is taking the easy way out—is doing as little for you as fits *his* pocketbook. And, this is all too understandable.

They have done well with AM. They have worked hard and long and built up a prosperous organization. You can't blame them for not wanting to start all over again. After all, life's too short. They've made their money. Television today is only a headache and an expense to them.

Furthermore, let's face the facts about what REALLY happens when a radio representative sets up a TV Department within his own organization. Both cannot get the services of the best people—the full-time wholehearted application that's required to do a real job. From the management level right down the line AM or TV or both *must* suffer.

How do you come out?

You have a big investment in TV. You expect TV to develop into the greatest advertising medium ever, but you need help. You need sales help that means the kind of manpower that can give you intelligent service in the national field *full time*. Your story must be told to advertisers and their agencies with aggressiveness, experience, ability and a singleness of purpose. You need a specialized organization to help solve the complex problems arising in television—problems that have never arisen before in advertising. You need the *undivided* attention of a company for the efficient development of new accounts that find television a natural but who have found other consumer media difficult to use. You need an organization whose conscience is clear on television, one that is not torn between the other older media and the new.

Now's the time

Why wait? You can get what you need now. Ours is an organization with the know-how to provide effective and *active* service. It's a young company looking to the future with conviction and confidence in television. *Our revenue and business future depend solely on television.*

HARRINGTON, RIGHTER & PARSONS is not complicated with radio and/or newspaper problems which thwart your television progress in the national field. Further, we have the stability and interest to do the sound selling job you need in television.

Harrington, Righter & Parsons, Inc.

270 Park Avenue, New York 17, N. Y.

THE FIRST INDEPENDENT TELEVISION STATION REPRESENTATIVE

'VOICE' JAMMING

Protest Filed Through ITU

SOVIET attempts to stifle the Voice of America at its larynx and reduce programs to a mere whisper behind the Iron Curtain were receiving urgent attention of State Dept. officials last week along both technical and diplomatic channels.

While Voice engineers were periodically penetrating effective Russian jamming operations, George V. Allen, assistant secretary for public affairs, awaited official reaction from Moscow on protest filed through International Telecommunications Union headquarters in Geneva April 30.

Mr. Allen charged the Soviet with "complete violation of the Madrid and Atlantic City Telecommunication Conventions and the Cairo and Atlantic City Radio Regulations." He asked ITU to request that Soviet authorities immediately "take necessary steps to put an end to the jamming operations . . ." In addition, Mr. Allen requested that copy of his message be circulated among the other members of ITU, to which Russia is a signatory.

ITU officials last Tuesday acknowledged receipt of the Allen protest, and said it had forwarded the U. S. complaint to Moscow. The Union pointed out it acts merely as clearing house for protests and has no power to implement its requests with authority. There was no official reaction from Moscow late Thursday. At the same time the Moscow Radio remained silent on either protest or jamming actions.

Meanwhile, the State Dept. was prepared late Thursday to request reinstatement of certain cash allowances for the Voice originally deleted by the House Appropriations Committee. Voice personnel were scheduled to appear before a Senate Appropriations Subcommittee Friday. It was believed the department would seek additional funds, in view of Soviet jamming efforts, to provide for increased signal strength at relay bases.

The department's information and education branches would receive a $2,900,000 increase overall but $2 million less than budget estimates—under the House-passed version. The Voice would get an approximate $1 million boost. Specifically the House group deleted an item request of $514,900 for two new curtain-type antennas at domestic shortwave transmitters [BROADCASTING, April 11].

Acheson Requests

Last Thursday State Secretary Dean Acheson asked the Senate group to restore the initial $2 million cut in the foreign information program. He testified that its activities were beginning "to pay big dividends" and were necessary to "refute deliberate misrepresentations which are being widely disseminated in non-democratic powers."

The jamming was so successful it reportedly blotted out Voice transmission both in Moscow and the U. S. The Voice countered by stepping up its Russian language schedule to 24 hours daily, with two and a half hours reportedly getting through to Soviet Union last Monday. Between 50 and 60 transmitters are being used by Moscow, it is estimated, to jam Voice programs around the clock.

Mr. Allen announced last Wednesday the State Dept. had "succeeded partially" in overcoming the jamming, attributing the breakthrough to "technical facilities" developed by American engineers.

Meanwhile, the Voice is continuing its 24-hour schedule of broadcasts to the USSR, with transcriptions of the regular one and one-half hour program to Moscow repeated continuously.

The State Dept. said the Soviets reportedly were using from five to eight jammers on each frequency. International Broadcasting Div., which supervises Voice programs, had attempted to counteract the blackout by utilizing other wavelengths on the shortwave scale throughout all broadcast hours. American engineers found, however, that jammers were able to "get on" any changes in frequency within 15 seconds.

The engineers took bearings with radio direction finders and found most of the jamming emanated from the Minsk and Khabarovsk areas. A State Dept. source contended, however, that the Russians had blanketed the whole Iron Curtain region from the Crimea to Vladivostok with "strategically located" transmitters with power ranging from 5 kw up.

In his telegram to ITU, Mr. Allen pointed out that Russian jammers have been interfering with Voice transmissions for more than a year now, despite U. S. protests to the Soviet government which "proved of no avail."

Interference caused by jamming also was reported by BBC during its Russian-language programs to the Soviet Union.

Reports of Russia's jamming efforts have persisted since early last year, with the State Dept. admitting interference with its transmissions to eastern Russia in March 1948. State Dept., through the then U. S. Ambassador to USSR, Walter Bedell Smith, protested the jamming at that time and demanded "effective remedial measures." The official complaints went unheeded, however. Other protests were lodged, with the latest expressed at the International High Frequency Conference in Mexico City.

The Voice maintains relay transmitter bases at Munich and Wooferton, England. In operation at Munich are four 100 kw shortwave transmitters. At Wooferton are five 50 kw shortwave transmitters supplemented by BBC's 50 kw and 400 kw mediumwave facilities.

Until recently IBD had aired two hours out of a total 23¼ to eight Iron Curtain countries, with an estimated potential audience of 42,400,000 people. Number of shortwave receivers in those countries is placed at 8,263,000, or 19% of the population.

IBEW STRIKE

Six Yankee Network Stations Affected by Walkout

TECHNICIANS at six New England stations of Yankee Network were on strike last week in a dispute involving a proposed 20% wage cut affecting 80 IBEW members.

The stations remained in operation with executives, sales and office personnel in charge. Officials said they are prepared to carry on indefinitely.

The strike started at 6 p.m. last Tuesday, forcing cancellation of a Braves-Cubs baseball telecast on WNAC-TV Boston and loss of time on Yankee stations ranging from 15 minutes to over three hours.

Company-owned stations affected were WNAC (AM, FM and TV), WAAB Worcester, WEAN Providence, WMTW Portland, WICC Bridgeport and WONS Hartford.

Linus Travers, executive vice-president and general manager of Yankee, said that six weeks ago union and management had met to negotiate a new contract, a company survey having shown that 17 more technicians were employed than were needed. Management had proposed that the 17 be laid off, he declared, adding they would eventually have been absorbed by the network's expanding TV operations.

Mr. Travers said that when the union would not agree to the personnel cut, a 20% wage cut effective May 1 was proposed for all engineers in stations outside of Boston—a readjustment down to the scale of wages prevailing in the areas where they worked.

Russell D. Lighty, IBEW international representative, said the strike was called to protest the 20% wage cut. He said current wages range from $57.50 to $94 in Boston and $55 to $90 outside Boston. He charged Yankee had refused to arbitrate or consider anything but a wage cut and had refused to keep present contract provisions in force while negotiations were in progress.

"We are not a strike organization," he declared. "We try to settle disputes, if possible, by arbitration. In the last 10 years I doubt that we've had more than 10 strikes in the whole electrical industry in the New England states. However, we had no choice in this matter. We're defending ourselves against a cut the company instituted with unilateral action."

Announcers and newsmen at WNAC finished their day's work last Tuesday and then voted not

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AUDIENCE participation television show, Happy Felton's *Guess Who?*, which starts on WNBT (TV) New York, May 15, will be sponsored for 52 weeks by Sheffield Farms Co. Giving final okey to the contract is Edwin Funk (seated), Sheffield advertising and sales promotion manager. Standing (l to r) are James V. McConnell, NBC Spot Sales director; William McFarland, account executive at N. W. Ayer & Son, agency for the account, and Thomas McFadden, WNBT manager. Program will be telecast Sundays, 6-6:30 p.m.

A Service of Broadcasting Newsweekly

TELECASTING

MAY 9, 1949

DAYTIME VIDEO

To Start on All ABC TV Stations Soon

DAYTIME programming for WJZ-TV New York will start May 17 and will be extended to all other ABC owned and operated stations as rapidly as possible, Robert E. Kintner, ABC executive vice president, advised a news conference in Hollywood May 3.

Mostly concerned with TV, he made the following high-points:

(1) KECA-TV Los Angeles will debut early in August.

(2) With the operation of KECA-TV, network will have spent a total of six and a quarter million dollars to launch television.

(3) Plan is under study to sell Television Center, its 20 acre television studio site in Hollywood to Prudential Insurance Co. and lease it from them on long term basis.

(4) Deal being closed with 20th Century-Fox for its Movietone Newsreel to be telecast on ABC stations. Package would be backed by Camel cigarettes which now sponsors similar type show on NBC-TV.

(5) Hollywood would be the television production center within nine months to a year.

(6) TV is wiser long-haul investment than competing for services of high priced AM stars.

Starts at 2 p.m.

Stopping over in Los Angeles, en route to San Francisco where KGO-TV opened last week, Mr. Kintner said that WJZ-TV would begin to telecast at 2 p.m. each day. He also said that KECA-TV would start at that time when it went on the air in August and would telecast 10 hours per day five days a week. He said that kinescope material from the East would fill part of the time and that he looked for Hollywood to build programs which could be kinescoped and transmitted east after KECA-TV commenced operations.

In the wake of Mr. Kintner's statement of how much ABC will have invested in television when its fifth station is operative, he said that the network did not know when it would be in the black and hesitated to make any bold predictions.

In discussing programs, Mr. Kintner said that much would be "live," but added that films would be produced for the network. Declining to name prospective film producers under consideration, he did say that *Bride and Groom*, five weekly AM program, would have a weekly airing via film. He also said that an audience participation program for television—featuring Bert Parks—also was being considered for film treatment via television.

'Believes in Giveaways'

Asked whether "giveaways" were being considered for television as well as radio, Mr. Kintner replied "ABC believes in giveaways." While on the subject of programs, he said ABC was aiming at radio formats which cost between $5,000 and $7,000. Furthermore, he pointed out that $2 million a year is expended in AM programming and that this would continue.

He expressed regret over the loss of Bing Crosby and Groucho Marx but felt that suitable replacements would follow them next season. Furthermore, he said that ABC considered it wiser to invest in television rather than being involved in bidding for the services of high priced AM talent. He said that ABC would develop its own stars in television.

When Mr. Kintner disclosed the purchase of the Movietone Newsreel from 20th Century-Fox, he was asked whether there was any significance to the move. He said it was "a simple purchase" and that ABC stands ready to do business with all film firms.

STANDING on site where new buildings will be erected to house WTAR WTAR-TV Norfolk, Va., are (l to r): Henry Lewis, managing editor, Norfolk *Ledger-Dispatch*, with which WTAR is affiliated in ownership; Sheldon B. Hickox Jr., manager of NBC Station Relations Dept.; John W. New, WTAR commercial manager, and Dick Lindell, WTAR assistant chief engineer.

CAPITOL

First Major Record Firm To Enter Television

CAPITOL RECORDS became the first major record company to enter television when Glenn Wallichs, its president, announced his firm's entry in Hollywood last week.

Mr. Wallichs said that Elmo Williams, formerly of RKO, will head the Capitol Television Division. Mr. Williams, who has spent the past several months in experimental work in television production, will organize a staff immediately. It will be headquartered in Hollywood.

In making the announcement, Mr. Wallichs said, "We believe television will be an ideal partner for records and that Capitol is equipped to produce television entertainment. Entertainment is our business. And with our background of producing phonograph records for home enjoyment and transcriptions for radio, plus our advantageous location in the world's entertainment capital, we feel that we are in an unusually strong position to add television to our other entertainment productions.

Besides having worked for RKO, Mr. Williams was associated with several British studios before coming to this country in 1940.

First Production Plans

It is expected that the firm's first production will involve the conversion of "Bozo the Clown" to a film series. For several months the character has been used in a live television format over KTTV (TV) Los Angeles. Capitol controls the television rights of this character.

Although Capitol does not own the television rights of any of its top recording stars, it is expected to make a strong bid for some of their services.

THEATRE ARTS

TV Impact to Be Discussed

TWO-DAY session on "Television In Theatre Arts" will be conducted at U. of Southern California at Los Angeles May 13-14 under the auspices of the Southern California section of the American Educational Theatre Assn.

Opening session Friday evening, May 13, will be a panel on "Television and the Theatre Arts Curriculum." Hunton D. Sellman, professor of drama at UCLA, will be chairman. The panel will consist of Gordon Minter, KTLA (TV) Hollywood producer; David Crandall, KPIX (TV) San Francisco director of studio operations; Kenneth Macgowan, chairman of UCLA Theatre Arts Dept.; Robert Whitten, director of radio at Los Angeles City College.

Saturday program will open with a symposium on "Facts and Figures on TV—Its Status and Future Prospects." Panel will consist of Edward Simmel, vice president in charge of production, Simmel-Meservey Productions, Hollywood; Klaus Landsberg, West Coast director of television for Paramount Television and general manager of KTLA, and Harry Lubcke, technical director of Don Lee Television and president of Academy of Television Arts & Sciences.

Another panel titled "What Television Can Do For Education" will be led by William H. Sener, director of radio and television at U. of Southern California. A television demonstration is scheduled to be given Saturday afternoon, with the cooperation of ABC. Meetings will close with symposium on "Production Requirements for Television" featuring Edward H. Sobol, NBC Hollywood executive producer, and Marshall Grant, president, Marshall Grant Productions.

ABC-TV RATES

New Card Provides 7% Rise

ABC's new television network rate card No. 2, effective May 15, to be distributed this week to agencies and advertisers, includes 35 stations, an increase of 75% over the network's 20 TV affiliates listed in the revised rate card No. 1 issued last November.

Total evening hour rate for the full 35-station network is $10,420, an average of $318.50 per station. This compares with the previous total 20-station evening hour rate of $6,370, an average of $297.71 per station. Average rate is up only 7%, ABC points out, depsite the great increase in the number of TV sets since last fall.

New rate card shows the same rate of discount applying to all time classes, day or evening, and an increase in the annual discount rate from 7½% to 12½%, same rate that ABC grants clients using its sound network facilities for 52 consecutive weeks. Advertisers may combine purchases of the various classes of time in figuring discounts.

Class A time for ABC-TV is 6-10:30 p.m., Monday through Friday, and noon-10:30 p.m., Saturday and Sunday. Class B time (priced at 75% of the A rate) is 5-6 p.m., Monday through Friday, and 10:30-11 p.m. seven days a week. All other times are rated Class C (priced at 60% of A rates). Prices for time units of less than one hour are: 45 minutes, 80% of the hour rate; 30 minutes, 60%; 15 minutes, 40%.

Video recordings are now furnished without charge to ABC-TV advertisers for use on non-interconnected stations or on interconnected stations not available at the time of the original broadcast one print is provided for each station, regardless of the number of stations used. Formerly only one print for each two stations was provided free, and then only if the program was sent to a minimum of six non-interconnected outlets. The new card also shows reduced charges and requirements for film and studio rehearsal facilities.

CBS COLOR VIDEO

Denies Rumor of Transmitter

CBS has stated that reports it was installing a new color television transmitter in New York were without foundation.

"Apparently a misunderstanding developed from the fact that CBS requested temporary permission of the FCC to test the transmitter of its existing experimental ultra high frequency station, W2XCS New York, which went into operation in 1946," an official CBS statement said. The purpose of the tests, for which temporary permission was sought, said CBS, was to measure "certain technical characteristics prior to a routine change in frequency of the station."

PIONEER in its field, Washington Television Circulation Committee has been keeping track of TV growth in nation's Capital since December 1947. Committee members, examining graph showing video set ownership increase of more than 600% in Washington in 16 months, are (l to r): Howard Bell, WMAL-TV; Gordon Williamson, WTTG (TV); Bill Treynor, WOIC (TV), and James Seiler, WNBW (TV), all Washington stations.

PARAMOUNT

Separation of TV Interests Pending, FCC Told

FCC WAS ASKED last week to withhold action in the Paramount-DuMont case and accept evidence on the separation of Paramount Pictures' television interests through a corporate reorganization [BROADCASTING, Feb. 14, March 7].

The request was made by United Detroit Theatres Corp., Paramount subsidiary, in the case involving its application and that of WJR Detroit for a television station in Detroit.

FCC has held, in a proposed decision, that Paramount's 29% interest gives it control of Allen B. DuMont Labs, operator of three TV stations [BROADCASTING, Dec. 20, 1948]. Through acknowledged subsidiaries, Paramount owns two stations. Its other TV applications and those of DuMont accordingly would have to be denied to comply with FCC's multiple-ownership limitations.

In the petition filed last week, FCC was formally notified that the anti-trust consent decree signed by Paramount would split the company into separately owned firms, one to handle production and distribution of pictures, the other to handle exhibition (theatres).

United Detroit Theatres, it was explained, will be a property of the theatre company, United Paramount Theatres Inc., after March 3, 1950. The only established TV station which this company will own is WBKB Chicago. Under FCC's five-station ceiling, therefore, United Paramount Theatres will be eligible for four other stations.

The DuMont interest and Paramount's other established station, KTLA (TV) Los Angeles, will go to the new production and distribution company. Thus the picture company would be allowed one more station even if the Commission made final its ruling that the film firm controls DuMont.

United Detroit asked FCC to hold up action on its proposed decision until evidence on the new corporate plans can be taken. The company also requested oral argument on its petition. The request was filed by the Washington law firm of Hogan & Hartson.

The United Detroit application will be amended "at an appropriate time" to reflect the corporate changes, FCC was told.

Meanwhile, another question hangs over all Paramount radio plans. This is the question of the radio qualifications of all firms involved in adverse anti-trust decisions. FCC currently is studying the problem and in the meantime is passing over the applications of such companies.

Reiterating that Paramount is not disqualified by the anti-trust decree [BROADCASTING, March 21], the film company submitted a memorandum to FCC last week calling atention to the fact that its radio interests will be in the hands of new companies in the future.

When Paramount is separated into the two new firms "the nature of Paramount's business and its organization will be completely changed and the disability, if any, which may have existed because of the anti-trust proceedings must of necessity fall," the company asserted. The memorandum was filed by D. M. Patrick of Hogan & Hartson, and Thurman Arnold, Abe Fortas, Paul A. Porter and Walton Hamilton of Arnold, Fortas & Porter.

In addition to Detroit, Paramount Theatre subsidiaries are applying for television in Boston and Tampa; Paramount Television Productions, operator of KTLA, is applying in San Francisco; and Tri-States Meredith Broadcasting Co., half owned by Paramount, is applying in Des Moines. DuMont owns WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh and is applying in Cleveland and Cincinnati.

VIDEO HOOPERS

To Start TV-Network Reports

C. E. HOOPER Inc. in June will publish a report on May's TV network program audiences, inaugurating monthly publication of TV-network Hooperatings comparable to those for programs on the AM networks. Announcement was made to Hooper agency, advertiser and network clients in a letter dated May 4.

The new network TV audience reports will be based on random sampling in 31 cities (nearly all of which now have TV service), the report on each program being based on samples from only the cities in which it is telecast. Individual programs will be reported in terms of Hooperating, share of broadcast audience and share of TV audience, each weighed to reflect the number of radio homes in a 50-mile area of each transmitting city in compiling the overall network rating.

In addition to the daytime and nighttime ratings for network video programs, sustaining as well as sponsored, on an overall network basis, the new reports also will contain individual city ratings for the programs in New York, Chicago, Los Angeles, Philadelphia and Washington.

Radio-TV share of broadcast audiences trends will be reported monthly for most TV cities, giving day-part comparisons of the audience acceptance of each type of broadcast service. The reports also will carry the TV stations' share of audience by day-parts in each surveyed TV city.

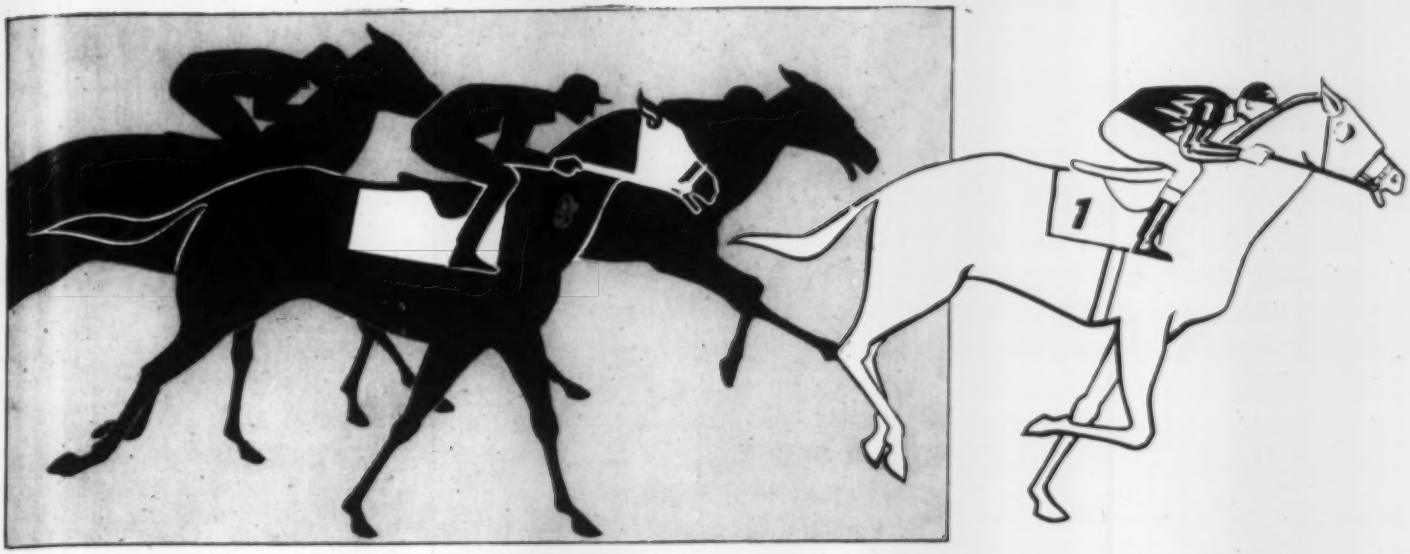
UN VIDEO

Facilities Now Available

PERMANENT facilities for television coverage of the United Nations activities at Lake Success and Flushing Meadow, N. Y., are now available to NBC and CBS. With TV cameras permanently emplaced, the networks will be able to have instantaneous feeds in the event of quick-breaking action.

In addition, the United Nations will make kinescope recordings of important happenings and ship the films all over the world. All cameras and equipment will be supplied by RCA Victor Division of RCA, which is also installing television receivers throughout the Security Council and General Assembly buildings.

CBS plans to carry the meetings daily from 10:30 a.m. to noon and from 3 to 5:30 p.m. on days when it is not telecasting baseball. NBC has announced no definite schedule but will monitor the discussions continually for events or discussions of particular interest to which it will switch the network.



WWJ-TV first television station in Michigan

still leading the field . . .

More than two years of daily operation have given WWJ-TV the television know-how that results in better pictures, better programming and better commercial adaptability. This know-how is reflected in its local schedule of top crowd-drawing attractions including three seasons of University of Michigan football . . . three seasons of Detroit Tiger baseball . . . as well as two seasons of Detroit Red Wing hockey, and horse racing. Such features, together with outstanding NBC shows, are the main reasons why WWJ-TV is first, by far, with Detroiters . . . as proven by surveys . . . and with advertisers as proven by results.

Yes, WWJ-TV is the sure bet in television in the multi-billion-dollar Detroit market.

FIRST IN MICHIGAN . . . *Owned and Operated by* THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

ASSOCIATE AM-FM STATION WWJ

WWJ-TV

NBC Television Network

Telestatus

BBDO Studies 'Television's Future'
(Report 58)

TO FATHOM television's future, to bolster up its own opinions and guesses for the benefit of its curious clients, BBDO approached a group of leaders in radio, television, advertising and allied fields, and asked them six questions. The answers to these questions, summarized, tabulated, charted and illustrated with numerous quotations, BBDO has published as a 43-page brochure, simply titled, *Television's Future.*

In its foreword the agency points out that those questioned form "a highly selective group—less than 35 people. Yet in terms of their connection with the industry, these are people who are close to the picture—the heads of the networks, the key people in each field who must keep alert to the future progress of television and radio." Noting that some crystal gazing was unavoidable in dealing with an unknown future, the agency states: "Yet it will be found that there is often a remarkable amount of agreement on this future. If these men are gazing into crystal balls, at least they are some of the best crystal balls available at the present time."

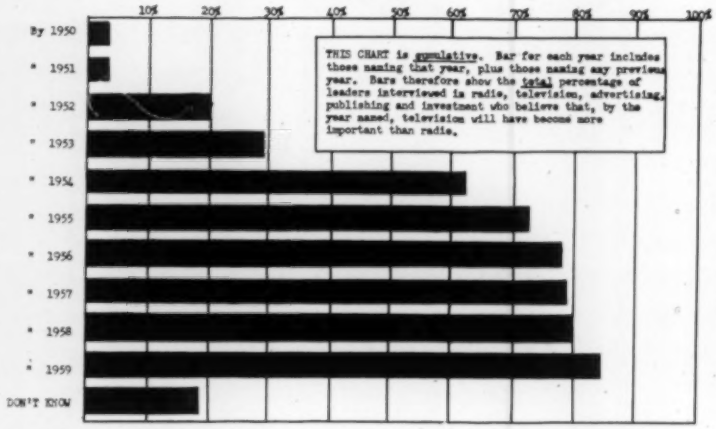
TV vs. Radio

Question I: When will television become more important than radio?

Five years from now, in 1954, was the majority answer to this question, with 60% moving TV into top rank before the end of 1954 and 77% foreseeing it as more important than radio by the end of 1957. A fifth of the group believes that television will pass radio by 1953.

TABLE I

When Will Television Become More Important Than Radio?


10% 20% 30% 40% 50% 60% 70% 80% 90% 100%
By 1950
1951
1952
1953
1954
1955
1956
1957
1958
1959
DON'T KNOW
THIS CHART is cumulative. Bar for each year includes those naming that year, plus those naming any previous year. Bars therefore show the total percentage of leaders interviewed in radio, television, advertising, publishing and investment who believe that, by the year named, television will have become more important than radio.

(Chart 1) The manufacturers of radio and TV receivers see television as more important to them right now, in that, as one of them phrased it, "television has a future and radio hasn't."

Question II: How will the eventual cost of television time and facilities compare with what we now pay for radio?

"As might be expected, nobody sees television as costing any *less* than radio," BBDO reports. "However, there are many who feel that the increase over present-day radio costs will not be too great. And there are a few who believe that, in the long run, the cost of television will become roughly comparable with current radio costs."

However, the report hastens to add, "any optimism as to TV network costs is *not* shared by the networks. In contrast to the other answers, the heads of the major networks estimated future television costs as follows: 100% greater; 'three to four times greater'; 'four to five times greater.' There is still a gap between those who guess the future and those who will set the rates," the agency concludes. (Chart 2)

Question III: How will the cost of television programs compare with current costs of radio programs?

"While almost everyone expects the cost of television *time and facilities* to be considerably larger than those for radio, there is not quite the same feeling about television *programs*," the report notes. "Opinion was divided about two to one between those who expected television's program costs to be higher (63%) and those who expect them eventually to run about the same as radio (27%)." It is noteworthy that network officials agreed that generally the cost of TV shows will be comparable with those of today's radio programs. (Chart 3.)

Question IV: How will advertisers use television—once a month with a costly show or once a week?

More Than Monthly

"Opinion is overwhelmingly that advertisers will use television on a more frequent basis than once a month." BBDO summarizes the answers to this question. "Once a week" is the majority choice, with "the overall feeling that television will be used in much the same manner as radio is now used." The report notes that in finding once a month too infrequent for good advertising, some of the respondents pointed out that "in order to obtain the desired frequency in an era of higher costs, shorter programs may be required."

Question V: Will radio die as silent films died or will a few radio networks still be important advertising mediums?

Unlike some public stotements predicting radio's early demise, those queried by BBDO largely agree that radio will survive, but differ as to the role of sound broadcasting when TV has matured. A number see radio becoming a daytime medium; others believe it will serve principally the remote areas not easily reached by

(Continued on page 38)

TV SET figures reported to BROADCASTING during the past week:

Washington—44,500 as of May 1, reported by the Washington Television Circulation Committee, representing WMAL-TV WNBW WOIC WTTG, all Washington.

San Francisco Bay Area—5,000 as of April 1, reported by KPIX (TV) San Francisco.

Chicago area—129,602 on March 31, according to Chicago Electric Assn.

TABLE II

How Will the Eventual Cost of Television Time and Facilities Compare With Radio?

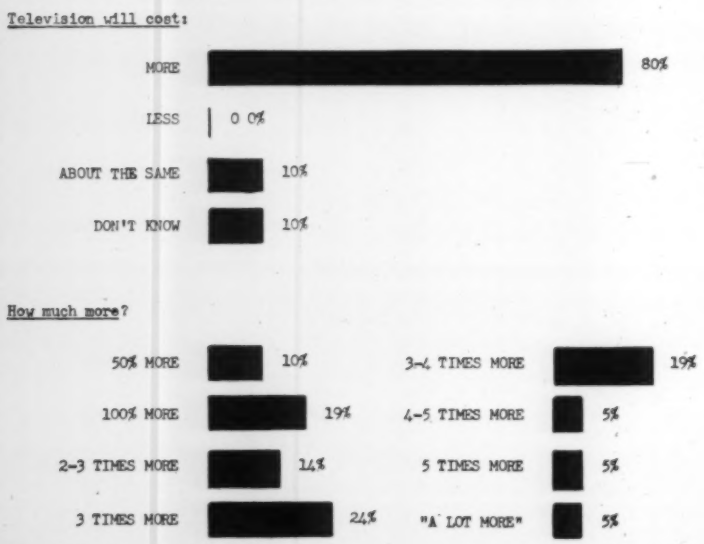
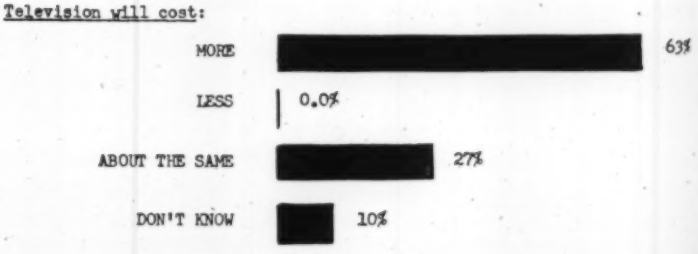


TABLE III

How Will the Cost of Television Programs Compare With Current Costs of Radio Programs?



• Dayton, Ohio, and Miami Valley children by the thousands are enchanted by the adventures of Timothy Terrier, Benny Bunny, Esq., and Christopher Quimby Skunk. Stories are told with warmth and beauty by the "Cut-Out Lady," Ann Rike, who cuts out silhouettes of the animals and mounts them on backgrounds which she creates while telling her story.

Written and directed by WHIO-TV's own Joan Ames and Catherine Steffan, and produced in WHIO-TV's studios by Don Wayne, this unique program has a wide appeal for children from three to seven. Grown-ups love the show, too. Endorsed by educators and parents alike. First and only television program for children produced in Dayton. Now available for sponsorship. Contact your nearest Katz representative for details.

WHIO TV
DAYTON, OHIO
AM • FM • TV

Represented Nationally by
The Katz Agency, Inc.

Telestatus

(Continued from page 36)

television; a few think it will continue to provide musical programming where sight is not so important. One interviewee thinks there may be "two sound networks—one programmed for markets *with* video; the other for markets *without* video." (Chart 4.)

Question VI: Will advertisers use both radio and television?

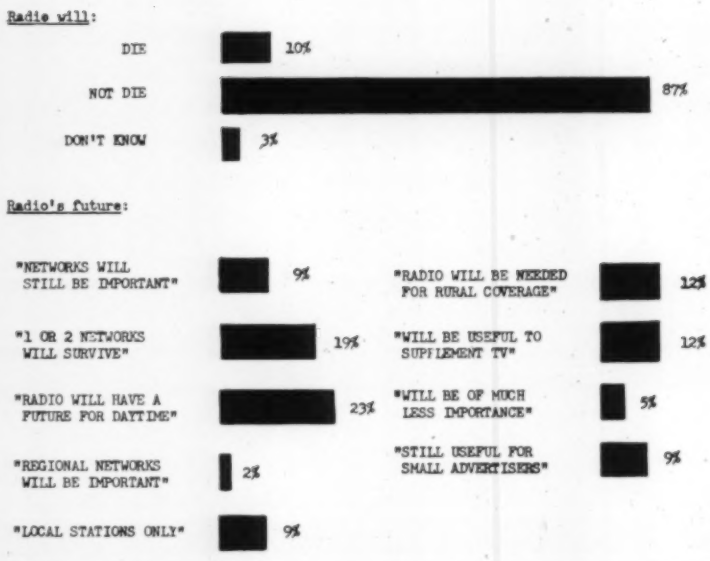
There were no negative answers to this one, but the unmodified "Yes" votes (73%) were accompanied by a minority (27%) who replied: "Yes, but only for a while," believing that eventually TV will take over completely from sound radio. Network opinion was "emphatically yes," BBDO states, the network executives all believing that advertisers will continue to use both forms of broadcasting.

New TV Console

DELIVERIES to distributors of Westinghouse's first television console with a 16-inch picture tube will be made by the end of this month, J. F. Walsh, sales manager for firm's Home Radio Division, announces. Suggested retail price for the new receiver, model H-216, is $599, plus excise tax and installation fees. Price will be slightly higher in the West. The receiver has 27 tubes, plus five rectifiers and picture tube. It is equipped with a 10-inch permanent magnet speaker.

TABLE IV

Will Radio Die as Silent Films Died?—Or Will a Few Radio Networks Still Be Important Advertising Mediums?



FCC CRACKDOWN

More Time Denied 3 TV Grantees

A TIGHTENING ATTITUDE toward television permittees was evidenced by FCC last week.

In actions Thursday, the Commission refused additional construction time to three grant holders because of "apparent lack of diligence."

FCC also turned down two requests—filed by WMBR-TV Jacksonville, Fla., and WAFM-TV Birmingham—for "interim" operation with 500 w until the stations can get on the air with their authorized facilities.

Permittees denied further time to complete their stations were the City of Jacksonville, Fla. (WJAX-TV); Jacksonville Broadcasting Corp. (WPDQ-TV), and West Central Broadcasting Co. (WEEK-TV Peoria, Ill.).

The Commission provided in each case that the denial will be set aside, pending hearing, if the permittee requests hearing within 20 days. Comrs. George E. Sterling, Paul A. Walker and Frieda Hennock voted to give WJAX-TV more time. Comr. Hennock did not participate in the WEEK-TV case.

Action in the WMBR-TV case indicated a relenting rather than a more stringent approach. There an earlier request for additional time had been set for hearing. Although it denied WMBR's request for interim operation with 500 w, the Commission called off the hearing and allowed WMBR until Nov. 3 to complete installation of its 5 kw transmitter. Comr. Jones dissented, voting for hearing. Chairman Wayne Coy did not participate in this or the WAFM-TV decision.

In refusing WAFM-TV authority to operate temporarily with 500 w, the Commission said it was prompted by the fact that "not only would the signal furnished to the city and metropolitan district of Birmingham be reduced substantially, but a substantial loss in service to the rural areas and populations would result."

Meanwhile the Commission granted additional construction time to three other permittees: WCON-TV Atlanta, to Dec. 15; WTVN (TV) Columbus, Ohio, to Oct. 1; and WMBT (TV) Peoria, Ill., to Sept. 29. Comr. Jones voted for hearing on the WCON-TV and WMBT requests and for denial of WTVN's. Comr. Sterling joined him in the WMBT case. Comr. Hennock did not participate on WMBT.

Don Lee Grant

Don Lee Broadcasting System meanwhile won a grant of its application for reinstatement of construction permit for its experimental W6XAO (TV) Hollywood and for an additional six months for completion. With Comrs. Sterling and Hennock voting for a partial grant, the majority ordered into the pending file W6XAO's application to change transmitter site, increase power and make changes in equipment. The actions do not disturb Don Lee's current operation of W6XAO commercially under temporary authorization from the Commission.

RADIO LEADS

With TV Owners, Poll Shows

RADIO is still the principal source of home entertainment among television set owners in Greater Cleveland, according to a poll taken by the *Cleveland Press* and published May 2. In answer to a question: "Do you listen to radio since installation of your television set?", 93 % replied "yes" as against 4% "no" and 3% "seldom."

The poll showed radio listening is predominant during the day, while television is the principal attraction in the evening hours. TV set owners also were asked if some members of the family listened to radio shows while the video set is operating—27.5% replied "yes", 72.5% "no."

Among non-TV set owners who were asked if they planned to buy a receiver, 48% answered "yes" and 18% "hope to." Of the 30% who answered "no," the major reason given was the cost of the sets. The majority indicated their desire to buy later if prices come down.

WOIC Film Showing

DOCUMENTARY film story of the present status and significance of television will be shown by WOIC (TV) Washington and the CBS TV network at the Washington Advertising Club luncheon May 10, Eugene S. Thomas, WOIC general manager, announced last week. Titled "Television Today," the 35-minute film was produced by Victor M. Ratner, CBS vice president in charge of promotion, and was photographed in CBS-TV's recently completed Grand Central studios.

Film Report

NATIONWIDE TELEVISION Corp. will release a series of **Hal Roach** pictures for **Regal Television Corp.** starring Fredric March, Brian Donlevy, Joan Bennett and others. In addition to the 12 feature pictures the company announced that it will release 18 **Hal Roach** streamliners, 26 two-reel **Hal Roach** comedies and ten Laurel and Hardy features. A number are available for television immediately. **Robert Wormhoudt** is general manager of the firm. . . . **MacMillan Petroleum Corp.**, Los Angeles, has contracted with **Telefilm Inc.**, Hollywood, for a 13 weeks showing of *Roving Camera* on WNBT (TV) New York The firm also has renewed a 13-week series over KTLA (TV) Hollywood.

Princeton Film Center has announced the appointment of **Lynn L. Barnard** to direct the expanded television activities of the film center. Formerly with BBDO, **Mr. Barnard** produced TV shows for several of BBDO's leading accounts, including Servel Refrigerator and Royal Crown Cola. He produced one of the first large scale shows ever put on a television network, entitled *Old Man River*. **Mr. Barnard** served as a Lt. Commdr. in the Navy during the war and was in charge of a film producing unit. . . .

Perez Joins Cinemart; Sagner's Buys on ABC-TV

Paul V. E. Perez has joined **Cinemart Inc.**, New York, as director of television sales. He will specialize in promotion of one-minute spot film commercials among ad agencies and their clients. **Mr. Perez** was formerly with **Muzak Corp.**, New York. . . .

A. Sagner's Son Inc., Baltimore on behalf of Northcool suits and Englishtown men's clothes, sponsoring series of 15-minute film highlights of Pimlico races on ABC-TV, effective May 6, for ten successive evenings. Agency: **I. A. Goldman & Co.**, Baltimore. . . .

Tressel Television Productions, Chicago, has sold its Projectall to KTLA (TV) Los Angeles and WFIL-TV Philadelphia. Firm has signed freelance actor **Richard Victor** to a talent contract . . . Four one-minute live action, sound-on-film commercials are being made by **Douglas Productions**, Chicago, for **Hollingsworth and Collins** agency, Rockford, Ill. Product, a gas range, is featured in two modern kitchen settings . . . One-minute spot made by the same company for the **Chicago Motor Club** will be telecast on WGN-TV Chicago. Live action and stock-shots film shows motor club's facilities for planning all kinds of travel and its insurance plan . . . **Encyclopaedia Britannica**, Wilmette, Ill., is releasing four classroom films — "English Children," "Rikki the Baby Monkey," "Making Glass for Houses" and "Making Soap"—for use on video.

Spring meeting of the **Screen Directors Guild** will be held at 8 p.m., May 17 at Park-Sheraton Hotel, New York. The Guild's paper, *The Screen Director*, will now have an editorial board, with Guild President **Jack Glenn** continuing to supervise publication. Television trade news will be handled by **Lloyd Durant**, R.K.O.-Pathe Inc.

Toluca Firm Formed; Weiss Makes Animal Shorts

Toluca Productions, Hollywood, formed by **William T. Crespinel** and son, **William A. Crespinel**, will produce 52 television films based on college campus. Programs on 15 minute format will be shot on 16mm. **William T. Crespinel** is former head of **Cinecolor** . . . **Lou Weiss & Co.**, Hollywood, is making series of 10 minute animal shorts aimed at children's audiences . . . **Bel Air Productions**, Hollywood, will produce 13 half-hour films utilizing fairy tales . . . **Franklin Television Productions**, Hollywood, plans 26 half-hours on film titled *Arabella's Tall Tales*, featuring juveniles four to 12 years old. Producer is **John Jay Franklin**. . . .

Caston Productions, Los Angeles, currently producing series of eight one-minute TV film commercials for **Fortner & Perrin Mfg.**, Los Angeles. Films to be distributed in East for national use. Company also producing 13 one-minute commercials for **Players Restaurant**, Los Angeles. . . .

Telecom Offers Spots; Villager Features 16mm

Telecom Productions, Oak Park, Ill., is offering advertising agencies and their clients one-minute commercials starting at $200, as described in a four-page color brochure which has been mailed to 1,500 agencies in St. Louis, Milwaukee, Detroit and Chicago . . . Studio staff of **The Villager**, Chicago suburban photographer for 12 years, is specializing in 16mm sound films for TV exclusively . . . **Gardner Bread Co.**, Madison, Wis., is showing a series of six one-minute films in Wisconsin and Minnesota theatres preparatory to telecasting in the same areas. Produced by **Bowman Films**, Chicago, the series features a four-year-old girl [pictured as the firm's

(Continued on page 44)

WGN-TV's "Plan-a-Room"

. . . the answer to your advertising and home planning problems

"Plan-a-Room," conducted by Paul MacAlister, presents scale model miniature rooms and furniture. Employing the "before and after" technique, MacAlister discusses the latest money-saving ideas and effective treatments of interiors . . . deftly moving the tiny furniture and fixtures to illustrate his authoritative technique of room planning.

Paul MacAlister is a charter member of the American Institute of Decorators . . . scholarship student at French Ecole Des Beaux Arts . . . winner in Chicago Tribune's Better Homes Contest . . . former consultant to one of the country's largest mail order houses . . . an actively engaged decorator and designer.

Here is a "how-to-do-it" program with an expert for your personal demonstrator and salesman . . . at the amazing low price of only $359.00, commissionable, time and talent for 13 weeks.

DUMONT WGN-TV CBS

CHANNEL 9 · CHICAGO

Associated presents . . .

Music for America*

. . . class "A" musical showcase with high Sponsor-appeal

✰ This is the music of America, the melody favorites of a nation that loves to dance and sing. This is music in many moods, reflecting the varied backgrounds of the people who make up this land of ours. This is "Music For America," performed by today's *star conductors and soloists.*

✰ But more! Production is BIG, to attract the listener, but *simple* for foolproof local presentation. Every moment is *commercially* planned; every cue is timed to the second; every musical selection is individually auditioned. Scripts are expertly written; no excess wordage robs the music of its charm or the commercial of its sales punch.

✰ Promotion aids include pictures, stories, teasers . . . all in a sales-appealing brochure . . . available to all Associated subscribers.

✰ Here's a half-hour weekly of completely professional radio . . . which, like other Associated "Shows That Sell," is STAR entertainment . . . *planned* for sponsorship. Program "Music For America" and you'll be "programming for profit."

* *Another in the series of profit-building "Shows That Sell"*

...star soloists

...choral groups

AL GOODMAN... musical director of more than 150 Broadway shows, a radio name with "Prudential Family Hour," "Fred Allen Show" and "Hit Parade" credits.

TED DALE... the sensation of the current radio season – his brilliant arrangements spark the Buddy Clark "Contented Hour."

GLENN OSSER... ABC staff conductor; chief arranger and assistant conductor for Paul Whiteman; his music has paced the Treasury Star Parade, the Schaeffer Revue, "Tea and Crumpets" and the ABC television show, "American Minstrels."

RAY BLOCH... who holds the record for having the most radio shows at one time – currently on "Toast of the Town" and "Sing It Again" for CBS and the WNBT Arrow television show.

JAY BLACKTON... wielded the baton for such stand-outs as "Oklahoma!," "Carousel," "Inside U.S.A." and "Annie Get Your Gun."

D'ARTEGA... Three-in-one ace, composer-arranger-conductor, penned "In the Blue of Evening," "Fiesta en Granada" and a host of other Latin-American favorites.

This is Associated...

Completely diversified library of more than 5000 selections.
More selections by more performers.
Two full program-hours of new music each month.
Talent selection with a "sixth sense."
Sixteen hours of planned programming each week.
Specially arranged themes for artists.
Vertically cut on quality-controlled, cherry-red Vinylite.
Wide variety of production aids.
Modern, stream-lined steel cabinet and rapid index system.
Across-the-board programming without repetition.
Complete promotion aids.

THE BASIC RADIO LIBRARY

Associated program service

A DIVISION OF MUZAK CORPORATION

151 West 46th Street, New York 19, N.Y.

Editorial

Plowed Under Down Under

AUSTRALIA'S commercial broadcasters have solved their giveaway problem without recourse to government, or lottery laws.

The down-under broadcasters, who readily admit their program structure closely follows ours, jumped the giveaway bandwagon several years ago. They found that (1) the mention of brand names of merchandise resulted in advertising content beyond the limits of their code; (2) that it was "space farming," i.e., a free-ride for non-paying advertisers; (3) that the paying advertiser failed to derive maximum benefit; (4) that it artificially stimulated audience.

So the Australian Federation of Commercial Broadcasting Stations acted. It did not ban giveaways. It decreed simply that as of last March 1, prizes could be awarded, but there could be no brand-name mentions.

FCC, are you listening?

'Order Out of Chaos'

TWENTY YEARS ago the radio catch-phrase was: "Bring order out of chaos." It was purely a problem of electrical interference stemming from the hit-and-miss authorization of about 700 stations on the then standard (AM) broadcast band—96 channels in all.

Came the reallocation of 1928, and on its heels introduction of the directional antenna and a change in licensing philosophy. Today there are 2,000 stations in the AM band on 106 channels, with most of those channels so overloaded that nighttime service has been degraded. Add 725 operating FM stations and 60 TV stations and you get the radio picture.

Today there's talk about bringing order out of *impending* chaos. There's some hysteria. There are operators who feel that FM was forced down their throats under dire threat from an FCC most of whose members have now left the Washington scene. There are operators who feel that the present FCC is seeking to do the same in TV.

An irate broadcaster puts it this way:

"Now we are told to get into television by no less a person than the [FCC] Chairman himself. He does not tell us how to raise the money or to finance the losses; he does not tell us how, as an industry, we can continue to make profits when the Commission violates its own rules and piles stations on top of stations on frequency after frequency, causing unending and indiscriminate co-channel interference. In a word, the Commission itself now tells us that we must get into TV but they actually have so curtailed the profits of radio that the very thing we need most to get into television is being denied us."

There's no doubt that many broadcasters harbor this view. They feel they were sold a bill of goods on FM. Most of them feel the tremendous impact of TV. But they are wary lest they buy another bill of goods.

No rule-of-thumb can be applied in TV. People who risk their capital are entitled to some degree of protection—protection against overloading and degrading of assignments that will result in the kind of travail plaguing some AM operations. This means engineering and licensing standards that will give such reasonable assurance.

We do not go along with those who may feel that broadcasters are being pressured into TV. Broadcasters are free agents. They may or may not seek to enter TV. At this writing they cannot stake a new TV claim even if they desired because of the long-pending freeze.

Chairman Coy is a TV zealot. So are many of the leaders in radio not now in TV but chafing to get in. TV is there for all to see. Sound radio is there for all to hear. Some extremists feel TV will spell the end of sound radio everywhere and swiftly. We think it won't spell the end of sound radio anywhere in the next few years. There's hysteria, uncertainty and confusion. There was much of the same 20 years ago when the investment in radio was a bagatelle in contrast with today's chips.

First things come first. And the first thing is to get a sound technical structure for TV, profiting from the abysmal allocations errors made in AM and FM. From there on out it's free competition, in the tradition that has made American radio the greatest anywhere—and the richest in public stewardship and in return to its entrepreneurs.

Jam-ski Session

THE TEMPEST over Soviet jamming of Voice short-wave broadcasts is making headlines, and, collaterally, a lot of hay for expanded operations under State Dept. auspices.

Russia, it appears, has sunk some $30 million into 60 high-power jam-mitters to blast away at VOA broadcasts to Europe. England reports similar air-jamming. The all-out campaigns, we're told, had been timed for opening of conversations looking toward lifting of the German economic blockade. Our counter has been the use of higher power.

This radio conflagration is really only the most spectacular phase of a long-smouldering ether war with the Soviet. Russia has either walked out of or kicked over the traces at every international communications conference held since the war's end. The most recent occasion was the Mexico City conference which closed in confusion a month ago when the Soviet attempted to force a disproportionate allocation of the very short-wave frequencies it is now jamming to a fare-thee-well.

The Soviet has been jamming for months. Comr. George E. Sterling, who headed our delegation at Mexico City, has said so in repeated plenary session statements. It is evident now that Russia never intended to agree to planned use of the short-waves. Sixty high-power transmitters costing a half-million dollars each can't be installed overnight.

We have been the jaundiced-eye department on the efficacy of the Voice of America. The Soviet activity seems to belie our contention that the Europeans seldom listen to short-wave (1) because they do not have the sets; (2) because the Europeans, like the Americans, listen to their home long-wave stations. We believe the foreign offices, rather than the people tune the short-waves.

Whether we're right, or whether the Russian jamming proves we're wrong is a reasonable question. With the Russians what appears to be obvious isn't obvious at all. Why, for example, the VOA jamming while the Soviet holds out the olive branch on lifting of the Berlin blockade?

Since there is reasonable doubt, and since millions in taxpayers' funds are involved, one course of action remains. Let's have a survey —an international coincidental. A high-level mission of representatives of radio as well as of the government could do it. The mission could ascertain whether they listen to VOA in Europe; or whether they listen to their domestic stations or to the military government stations, like RIAS in Berlin, which is faced with closure because of an extraordinarily high operating budget.

A U.S. delegation goes to Paris this month, with FCC Chairman Coy as its head. Sen. Ernest W. McFarland (D-Ariz.), chairman of the Senate subcommittee on communications, is a member. Couldn't this group comprise an on-the-spot mission? Add a few broadcasters, and the job could be done swiftly and economically.

Our Respects To —

RALPH DONALD FOSTER

BACK in 1924, when radio to most people was a mysterious gadget that "could never amount to much," Ralph Foster closed off 4 x 12 feet of space in a corner of his St. Joseph, Mo., tire shop, set up a microphone and opened a radio station. What at that time was strictly a hobby has developed into a life's work. Today Mr. Foster is president and general manager of the highly successful KWTO Springfield, Mo.

Born in St. Joseph on April 25, 1893, Ralph Donald Foster came by his pioneering spirit honestly. His father was one of the first persons to start weather forecasting in this country. The Washington Weather Bureau archives still hold many records of the early forecasting ideas of the elder Foster.

Ralph Foster received his schooling in Washington, D. C. As a young man he returned to St. Joseph and opened a Firestone tire shop, preparing to enter the fast-growing automobile industry—until his hobby diverted his interest.

His first radio venture was developed primarily as an outlet for his vocal talents and those of his tire store partner, Jerry Hall. Operation began with 15 w power on a 347.8 meter wave length and a home-built panel designed by Fritz Bauer, who is still with Mr. Foster as KWTO chief engineer.

Partners Foster and Hall were the announcers and entertainers and anyone who came in the store and could sing, whistle or act, served as talent. Programs were frequently interrupted and the air left dead as the announcers stepped outside to patch an inner-tube.

Fame soon came to the two young men, however. Firestone dubbed them the "Rubber Twins" and featured them—and the mysterious new radio medium—in newspaper ads all over the country. Lucky Strike cigarettes used their pictures on posters and billboards and they toured the country, singing at conventions of all kinds.

The idea that radio was really a commercial vehicle came to Ralph Foster when Firestone sent him a bunch of small rubber tire ashtrays. He made an announcement on his 15-watter that the first 100 people buying gas at his store would be given an ashtray free. Traffic was stopped for more than an hour in that section of St. Joseph and every ashtray was given away.

In 1930 the cubby-hole operation changed to

(Continued on page 44)

HOW TO "ALTER" A BRAND!

XIT "Ten in Texas,"
early brand of a ranch comprising 10 counties.
A FAMOUS WESTERN BRAND! They said it couldn't be "altered" — yet look how a clever rustler added "XIT" cattle for his own herd at the nearby
XIT
"STAR CROSS"

When sales figures of your brand need to be altered UPWARD in South Texas... legally, of course... better heat up a campaign over

WOAI SAN ANTONIO

Another FAMOUS WESTERN BRAND

Brands Reproduced
© C. C. DABNEY, Fredericksburg, Texas

WOAI San Antonio

NBC - 50,000 WATTS - CLEAR CHANNEL - TQN

Represented by EDWARD PETRY & CO., INC. - New York, Chicago, Los Angeles, Detroit, St. Louis, Dallas, San Francisco, Atlanta, Boston

Respects

(Continued from page 42)

the commercial station of KGBX and late in 1932 Mr. Foster's brother-in-law, C. Arthur Johnson, bought out Jerry Hall's stock in the station. Both partners long before had fallen in love with the Ozarks of southwest Missouri and northwest Arkansas while on fishing and hunting trips. In 1933 they decided to mix business with pleasure and moved KGBX to Springfield, Mo., to try the untapped market of the Ozarks.

Establishing the outlet on 1370 kc with 100 w, Mr. Foster started building his "ideal radio station." His theory about the industry was —and still is—that if a station was going to survive and make money, it must be built with local talent and with a definite personality of its own—"not just another chain station, but one the people of the area would feel was a part of the Ozarks scene."

First came a complete news department under a veteran newspaperman of the hills, John E. Pearson, now head of KWTO's national representative, John E. Pearson Co. Mr. Pearson wrote and broadcast about local people and human interest items and won friends for the station by handling market broadcasts for the Union Stockyards in Springfield.

Next Mr. Foster developed a staff of homespun talent. Commercials were "folksy" and hillbilly entertainers were coached to "do the pitch" personally. Since weather means everything to the highly-diversified Ozarks region and since it had played an important role in Mr. Foster's life, he induced the local U. S. Weather Bureau to broadcast several times daily via remote control lines, as well as provide copy for newscasts. Ralph Foster is generally credited with conceiving the idea of regular remote weathercasts. The chief of U.S. Weather Bureau in Washington soon established the format of the Springfield bureau as a standard for other bureaus throughout the country.

KWTO Begins

Dream of a station that could reach every deer lick, rabbit warren and "hawg waller" in the Ozarks, brought KWTO into being in 1933. Unable to get more power for KGBX, Mr. Foster obtained the license of a station north of St. Joseph at Grant City, Mo. Changing its frequency to 560 kc and raising the power to 500 w, he tagged the station KWTO—"Keep Watching The Ozarks."

KWTO broadcast daytime only and picked up KGBX at night. Mr. Foster continued to increase KWTO's power—to 1 kw in 1935; to 5 kw in 1936, and in 1943 began nighttime operation with 1 kw. Separate ownership of KWTO-KGBX was ordered by the FCC in January 1944, so Mr. Foster turned his full attention to "Keep Watching The Ozarks." The two stations continued to share the building at

IT'S Jerry Lawrence, either way you look. To clear up confusion resulting from having two men by the same name in radio in Hollywood, Jerry Lawrence (r), m.c. of KNBH-TV Hollywood *Can You Picture This*, recently had Jerry Lawrence, (l), radio writer, as guest on his program.

508 St. Louis St. in downtown Springfield until late in 1948.

Shortly after the ownership separation, KWTO became affiliated with NBC Blue and remained with ABC when that network became a separate operation.

Mr. Foster's emphasis on personalizing the KWTO operation also extends to his business office and community activities. He is one of the area's most enthusiastic boosters and is tireless in his efforts to introduce "outsiders" to the sports and scenic charm of the hill country.

Ralph Foster's hunting lodge on Lake Taneycomo and his fishing shack on Beaver Creek serve as a Shangri-La for many of radio's luminaries. Among his most frequent guests are B. Earl Puckett, president of Allied Stores; John Pearson, and ABC *Breakfast Club's* Don McNeill, who has vacationed there every spring for the past seven years.

Mr. McNeill gets the brunt of one of Mr. Foster's favorite stories that illustrates his thesis: "The people around here care more for KWTO's Slim Wilson than they do for famous network personalities."

As Mr. Foster tells the story, he and a party of friends, including Don McNeill, were making a float trip on the White River deep in the north Arkansas hills. A native, who had heard of the trip, stuck his head out of the brush on the bank and called, "Thet thar the KWTO fishing party?" "Sure is," Mr. Foster replied, and, pointing to a man in the next boat with John Pearson, he added, "And there's Don McNeill." "So what," the native returned. "I want to know what ever come of John Pearson. Is he with you?"

Mr. Pearson had left the station five years previously, after nine years with KWTO's news department.

The atmosphere of the Foster hunting lodge also is found in the Foster business office. There among mounted fish and stag horns he combines his roles of radio executive and civic leader. A typical day's scene in his office finds a couple of fellow Rotarians or Shriners, a fellow director on the Salvation Army Board, a float guide from Lower White River, two hillbilly guitarists who want to borrow one of his bird dogs, an announcer with a new program idea, a yodeler, and his talent chief with script in hand.

Ralph Foster lends a hand and a sense of showmanship to the tailoring of all KWTO programs, but his pet is *Korn's-A-Krackin'*, a half-hour jamboree parading most of his live talent, and now in its third year on MBS. Another favorite project is Radiozark Enterprises, which transcribes shows for national advertisers seeking western and hillbilly type programs for spot advertising.

Although still in his early fifties, Mr. Foster pioneered a proving ground for much now-famous talent. His alumni list includes the Brown Brothers of Nashville; Paul Phillips, producer of the Phil Harris show; Russ Davis, TV groundbreaker now with WBKB (TV) Chicago; Tom Moore, *Ladies Be Seated* m.c.; Thomas R. Reid, vice president of McCormick & Co. of Baltimore; Joe Rex Hainline, chief news commentator on WJR Detroit, and John Pearson.

His hobbies, obviously, are hunting and fishing, and, he adds, "raising the best doggoned bird dogs in the United States."

The Fosters—she is the former Harriet Johnson also of St. Joseph —have no children. Their home is in Springfield and is as much a mecca for persons interested in antiques and collector's items as the hunting lodge is for his sports-minded friends.

DuMONT SALES

Firm Hits Price Cutting

HITTING at "some DuMont dealers who have been indulging in price cutting and transshipment," Ernest A. Marx, general manager of DuMont's television receiver sales division, has written an open letter to all the company's dealers and distributors.

"Beginning at once," he stated, "the DuMont policy of Fair Trade price maintenance will be rigidly enforced and DuMont will expect every dealer to adhere closely to such a policy. In order to implement this policy, the DuMont organization has again taken on a shopping service and will deal summarily with any dealer found guilty of such price cutting or transshipping practices."

Apartment TV

A $3,500,000 apartment building being constructed in Seattle will be completely wired for television, the contractors, Walter W. Harfst Co., reported last week. Scheduled for completion in about 14 months, the project is sponsored by a group of 13 Seattle financiers, and has been designed as a complete village in itself.

WKY-TV DEBUT

June 6 Starting Date Set

TELEVISION will make its formal debut in Oklahoma on June 6 when WKY-TV Oklahoma City begins its broadcast schedule. [BROADCASTING, May 2].

The station will be taking the air only a year and four days after the FCC granted it a construction permit, P. A. Sugg, station manager, said.

WKY-TV studio is in the Little Theatre of the Municipal Auditorium, Oklahoma City. The balcony has been walled off for control room space. Seating capacity of the Little Theatre is 300.

Five field cameras will be used on the video set. For its remote broadcasts, WKY-TV has a custom-built bus, made by Flexible. The station has signed contracts with ABC and CBS television net works.

TBA REPORT

Sent to Membership

FIRST of a new series of quarterly reports by Television Broadcasters Assn. Inc., on "The Status of the Television Industry," is now being distributed to group members. Will Baltin, TBA secretary-treasurer, supervised the booklet's production, with Richard Ives, public relations aide, in charge of compilation and editing.

Included in the 40-page booklet is information on the number of operating stations, status of the "freeze," network business facts and figures, sponsors and product classification, network facilities, survey digests on TV set markets, video's effect on U.S. living, industry problems, show ratings, estimated set ownership by cities, receiver production and shipments and television sponsor "success stories."

Film Report

(Continued from page 39)

trade mark on each bread wrapper] as heroine in nursery rhymes. Each film starts with a familiar rhyme, and ends with a commercial message rhyming in the same meter. One set shows a fairyland house made of bread, with a roof of toast, which collapses when the announcer says "You can't have your bread and eat it too." . . .

Filmack Trailer Corp., Chicago, is producing continual spots of motion picture preview attractions for the Chicago Theatre, the Interstate Theatres [Houston, Dallas, Ft. Worth] and the Wometco Theatre Corp., Miami. Films, which utilize only title cards, music and voice, are later shown on video . . . Seasonal spots are also done monthly for **Spiegel's**, Chicago retail and mail order firm. **Irving Mack**, president of the firm, is now in San Francisco, where he attended the annual convention of the Variety Clubs of America last week.

ASSOCIATION OF AMERICAN RAILROADS
TRANSPORTATION BUILDING
WASHINGTON 6, D. C.

WILLIAM T. FARICY
PRESIDENT

May 2, 1949.

To the PRESS and RADIO:

Subject: BOX CARS BELONG ON RAILS

One way of looking at our vast system of railroads is to regard it as a special sort of highway -- a highway constructed for the transportation of extra-heavy and extra-large loads with unequalled efficiency and economy.

Because this system exists, there is no necessity for over-straining and breaking down our public highways with excessive loads. These public highways are built and maintained at public expense -- by taxes paid by you and me.

Highway authorities are becoming more and more concerned over the fact that the public roads are being overloaded in both traffic volume and structural capacity, with consequent heavy damage and high cost to the taxpayers.

According to these authorities, these heavy loads are prematurely destroying thousands of miles of the nation's public highways. They are making bituminous pavements rough and rutted. They are causing concrete roads to pump at the joints and deteriorate rapidly.

Our railroads were built to provide heavy, mass transportation -- the sort of transportation which, when done on the highways, forces the public to pay more and more for roads out of which it is getting less use because of a relatively few extra-large and extra-heavy vehicles. Box cars are built to do heavy, long-distance hauling, and they should be kept on roads of rails and not put on our already crowded public highways.

Sincerely yours,

William T. Faricy

TALENT TANGLE

May End at Meeting In New York Today

A MEETING tonight (May 9) in New York may end the television talent angle which has delayed organization of a video actors' union.

Jurisdictional squabbles among branches of the 4A's (Associated Actors and Artists of America) which have prevented a settlement are now said to have been largely ironed out.

In fact, so far along are the negotiations between the 4A members that Actors Equity council last Tuesday decided not to adopt a "prodding resolution" recommended by the Equity membership—at least until after tonight's meeting of the 4A committee seeking to solve the television union puzzle.

At this juncture, what appears likely to emerge, although details have not been made public, is a new 4A organization called the "4A's Television Authority."

It will bargain for video actors and make contracts for them. Members of 4A branches will not pay separate initiation fees or dues to the new organization but their branches will contribute to its support, at least initially.

The governing board of the new organization will be elected by members of the various 4A branches governing boards. The governing board of the new organization will select its own paid chief executive. There is considerable talk that George Heller, executive secretary of American Federation of Radio Artists, will be chosen for this job. If so, it is expected that he will be required to relinquish his AFRA post.

Efforts to end the television talent deadlock have been the subject of negotiations among 4A branches for many months. A plan based on the merger of AFRA, Actors Equity, Chorus Equity, American Guild of Variety Artists and American Guild of Musical Artists —all 4A members—failed last winter. Had it gone through, Screen Actors Guild and Screen Extras Guild in Hollywood would have become a partner in the merged organization in so far as TV in concerned.

That merger effort failed finally after Actors Equity turned thumbs down. After that, however, Actors Equity took a prominent part in reviving talks for some other solution. That it has thrown its prestige behind such an effort is regarded as one reason for current progress. Equity has been spurred by the feeling that television is advancing so rapidly that it already is late in the day for such organizational work to be in so elementary a stage.

Equity members, feeling the same way, resolved at their quarterly meeting April 29 to recommend that the Equity negotiators among the 4A television committee wind up their negotiations as quickly as possible, that they be permitted to endorse the plan of the 4A television authority without coming back to Equity council for approval and that other 4A branch councils authorize their negotiators to do likewise. The resolution further provided that if other 4A branches do not so empower their negotiators within 30 days, a general membership meeting of all 4A people be held in New York to go over the whole plan.

It was this resolution which Equity council had before it Tuesday. It is understood that council members were so impressed with reports of progress that council decided to defer action on the resolution. Should the meeting tonight not produce an agreement or offer prospect of an agreement in the near future, Equity council may reconsider the resolution at its next meeting tomorrow.

WCAU-TV Rate Card

WCAU-TV Philadelphia has issued its new rate card No. 3, effective May 1, 1949, to agencies, advertisers, timebuyers and other purchasers of television time. This third rate card of the station since its formal opening on May 23, 1948, is based on the 150,000 TV receivers now in operation throughout the Philadelphia market.

KGO-TV OPENS

Uses Extensive Promotion

KGO-TV San Francisco, the Bay Area's second television station, went on the air May 5, [BROADCASTING, May 2] following an extensive promotion campaign which began early in April. The campaign included everything from full page newspaper ads—placed in conjunction with special TV editions—to street giveaways and free balloons distributed to children at Golden Gate Park playgrounds.

Opening night for the fourth ABC owned and operated TV station was a Hollywood type extravaganza. Golden Gate Theatre, where comic Garry Moore handled the dedicatory program on the stage, was bathed in flood lights, as were KGO-TV's Television Center and it towers atop Mt. Sutro.

A special welcoming program for KGO-TV was telecast the day preceding the debut by KPIX(TV), San Francisco's first television station. Guests on the program were Robert E. Kintner, ABC executive vice president; Robert H. Hinckley, ABC vice president, and Gayle V. Grubb, general manager of KGO-AM-FM-TV. They were greeted by Philip G. Lasky, vice president and general manager of KPIX and KSFO.

KGO-TV operates on Channel 7 (174-180 mc).

TV FILM MAKERS
In Hollywood Elect Board

ELECTION of a new board of directors and setting up of four-man panels to negotiate with four movie unions took place at meetings last week of Television Film Producers Assn., Hollywood.

Re-elected to board were Hal Roach Jr., Hal Roach Studios, president; Carl Dudley, Dudley Pictures, vice president; Roland Reed, Roland Reed Productions, treasurer; Wallace Worsley, of Amtelco Productions, Bernard Carr, of Cascade Pictures, and Herbert Strock, of Imppro Inc., board members.

New members include Glenn E. Miller, Jerry Fairbanks Productions, secretary; Al Herman, Wilding Pictures, and Perry King, Perry King Productions, board members. Negotiating panels which will meet regularly with movie unions during next 30 days have been set up as follows: For IATSE—Mr. Roach, Mr. Miller, Guy Thayer, of Roland Reed Productions, and Mr. Herman; IATSE alternates, Mr. Strock and Rudy Able, of Grant-Realm Productions; for SAG—Mr. Dudley, Mr. Roach, Marshall Grant, Grant-Realm Productions, and Mr. Reed; SAG alternates, Mr. Carr and Harlow Wilcox, Rockett Pictures; for SDG—Mr. Worsley, Vernon Keays of Vernon Keays Productions, Turner B. Shelton of Screen Adettes, and Hiram Brown, Showcase Productions; SDG alternates, William Cameron Menzies, Menzies-Finney Productions, and Charles Bardwell, John Sutherland Productions; for SWG — Harlan Thompson, of Imppro Inc, Fred Kline, Fred Kline Productions, Joe Parker of Vallee Video, and Harper, Sentinel Productions; alternates, Paul Parry and George Frank of Telefeatures.

MOVIE SERVICE

NBC Possibilities Listed by Denny

NBC last week announced its willingness to provide television program service to theatres.

In a letter to Gael Sullivan, executive director of the Theatre Owners of America Inc., Charles R. Denny, NBC executive vice president, outlined "potential" program services which the network may make available.

Mr. Denny said there were three principal types of programs which NBC may provide to theatres: (1) shows built by NBC on special order for the primary use of theatres; (2) special event programs, like a Presidential inauguration or an important address, that are not sponsored, and (3) regular commercial or sustaining shows.

In the first category, Mr. Denny wrote, NBC would present programs for exclusive theatrical use, and these would not be generally telecast. The second and third categories would be programs primarily designed for telecasting and their use by theatres for either simultaneous or subsequent showings could be arranged under special license from NBC.

Any commercial television program would have to be shown in theatres in its entirety, Mr. Denny said, with commercial announcements included. Naturally, the consent of advertisers would be a prerequisite to theatrical presentation of sponsored programs.

As to special events programs, Mr. Denny said that in "appropriate cases" NBC would license theatres to use them, providing NBC owned or could clear all rights for theatre showing. In cases where NBC was one of several broadcasters carrying a program, theatres would, of course, have to make arrangements with all members of the group.

The question of television rights for theatrical presentations, Mr. Denny pointed out, "is still largely unexplored." He foresaw that negotiations on this subject would be required in each instance.

"In addition," said Mr. Denny, "there may be union problems which would have to be resolved in connection with theatre showings of television programs. On its part, NBC would be willing to supply these programs as indicated in this letter, and if theatres so desired, NBC would in appropriate cases attempt to negotiate the clearing of necessary rights, the interested theatres to pay any added costs for the acquisition of these rights."

On the subject of fees, Mr. Denny said NBC would set them on the basis of covering the network's expenses in providing programs to theatres plus "a fair profit." Initially, at least, he said, fees would be subject to negotiation in each case.

Mr. Denny emphasized that NBC would not permit use of its television programs in theatre auditoriums without licenses, whether the program is picked up by the theatre from the telecast or delivered by other means. He pointed out, however, that the network had not objected to the showing of its programs on "home television instruments installed in theatre lounges and lobbies."

"NBC has treated the use of its television programs in theatre lounges or lobbies, where no additional admission or other charges are levied, as more akin to normal home television reception than to theatre television," he said. The network has not taken steps to prevent this use.

ZETKA TELEVISION TUBES Inc., Clifton, N. J., is producing an all-glass 16 inch television tube, company announced.

"Arthur Smith and His Crackerjacks" are so exceptional that last year The Billboard awarded them two first prizes as the best group of their kind on any 50,000-watt station in the country!

The prize with these Crackerjacks is a TOP rating!

Buy this WBT prize package and you win a Charlotte Hooper of 6.7—a bigger rating than you'll find on any competing station all afternoon long!* In 94 "outside" counties, Arthur ("Guitar Boogie") Smith and his boys have virtually no Charlotte competition.

To get the big prize that comes with these Crackerjacks, get in touch with us or Radio Sales. Before they're sold.

Jefferson Standard **WBT** Broadcasting Company

50,000 WATTS • CHARLOTTE, N. C. • REPRESENTED BY RADIO SALES

*Noon-6:00 PM, Monday thru Friday; C. E. Hooper, Oct. 1948–Feb. 1949

ABC-TV 'CRUSADE'

To Be Repeated—Woods

ABC will show the television series, *Crusade in Europe*, a second and perhaps a third time, Mark Woods, ABC president, said last Tuesday during a TV closed circuit news preview of the program. The series of 26 film episodes started on ABC-TV last Thursday (May 5) under sponsorship of *Time* and *Life* magazines [BROADCASTING, April 25].

As new video stations go on the air, the series will be repeated, Mr. Woods said, in order to reach as many people as possible. Tuesday's preview was fed on a closed circuit from New York to the 32 video stations carrying the series, with news conferences being held at each station. In ABC's New York studios to discuss the program and answers questions of newsmen were Mr. Woods, Roy E. Larsen, president of Time Inc., and Richard de Rochemont, producer of the series. Jerome H. Walker, managing editor, *Editor & Publisher*, represented newsmen.

Cleveland TV Survey

MORE than 3,000 questionnaires have been sent to Cleveland area television set owners by Ohio Advertising Agency, Cleveland, in the agency's third TV survey. Melvin Tenenbaum described the survey as the most ambitious TV study made to date in Cleveland. Survey results will be announced in mid-May, he said.

LIMITED-UHF

New TV Allocation Plan Offered by McKenna

FCC WAS TOLD last week that with 10% of the UHF television spectrum, plus present VHF channels, it could accommodate TV's growth for the next three to five years and avoid the need for setting UHF standards before adequate technical information is available.

James A. McKenna Jr. of the Washington law firm of Haley, McKenna & Wilkinson offered the limited-UHF plan on behalf of Helm Coal Co., operator of WNOW and WNOW-FM York, Pa., and TV applicant for Channel 8.

He estimated that "half a dozen" six-mc channels in television's 475-890-mc band would provide enough commercial channels for the cities which need them and yet would not glut the market with so many high-band channels that demand would be retarded.

It would also, he said, permit an early lifting of the present VHF freeze.

The few UHF channels should be allocated on the basis of standards "identical with, or as similar as possible to, the present VHF standards, so that the public may, with inexpensive converters, use the same receiver for reception" of both UHF and VHF, Mr. McKenna declared.

He thought it undesirable to change present VHF standards "basically," on grounds that "the best way of continuing the rapid development of television is to allocate the largest number of VHF channels consistent with reasonable interference standards and to disturb as little as possible the present VHF allocation plan."

He said "full-scale UHF allocation at this time would be a technical mistake because of the lack of sufficient experimental and other data on which to base long-term standards."

Mr. McKenna thought there are about 30 cities not adequately provided for in the present VHF allocations:

If a minimum of one channel were made available for each of the cities with a population of less than 100,000 to which Channel 1 was formerly assigned [before it was deleted], and a minimum of two for each of the cities with population in excess of 100,000, there probably would be adequate channels to meet all reasonable needs and demands for the next three to five years.

This, he said, would make it necessary to allocate two channels ("VHF or UHF") to approximately six cities, a second channel to about 24 cities of more than 100,000, and "a minimum of one channel to three cities of less than 100,000 population."

Allocation of the whole of the UHF, Mr. McKenna said, "would diminish the incentive to apply now and encourage those who prefer to hold back if they can be assured of a channel in the future." Allocating a few channels now will produce "the same relative benefits of competition during the next three to five years that might be obtained from the allocation of the entire UHF band," he said.

Further, he said, the "principal part" of the high band could thus be reserved for color or high-definition monochrome television.

To allocate the entire UHF region now and to allocate UHF channels to cities which have several VHF services already, he said, would give the public little incentive to buy UHF receivers and broadcasters little incentive to establish UHF stations. He continued:

It seems probable that the only way that UHF can avoid suffering a fate in these areas similar to that which befell FM, is by providing a service, either in the form of color or high-definition monochrome, so novel or so much superior to that now being provided that there will be adequate incentive for telecasters to construct UHF stations and for the public to purchase UHF receivers. This can be made possible by new technical advances, but it will take time.

Mr. McKenna cautioned FCC not to take the number of pending VHF applications as an "indication that channels equal to or in excess of that number are needed or demanded in those cities."

He felt "there can be no real doubt that the reaction which would follow the allocation of a substantially increased number of channels to the various cities would be dismissal of many of the applications now pending and reluctance on the part of those who have obtained grants, or will obtain grants, to proceed with construction."

He said he realized that there is no "easy solution" to the television problem. But he noted that "it will be one year ago tomorrow [May 6] that the Commission announced its proposed revised VHF plan and its UHF hearing." Both remain unsettled. "Television, although now stronger than ever, and continually growing, can stand only so much artificial restraint," he told the Commission.

HIGH-BAND TV

Experimental Grant to NBC

OPERATION of television's first high-band "satellite" station was authorized by FCC last Thursday in a grant to NBC.

The station, an experimental operation, will be established near Bridgeport, Conn. to pick up and rebroadcast programs of NBC's commercial, low-band WNBT New York.

In conjunction with RCA, its parent corporation, NBC will distribute "a limited number" of special high-band receivers in the area so that results of the operation may be observed.

The plan has been viewed as a possible forerunner to RCA entry into high-band transmitting and receiving operations on a production-line basis [BROADCASTING, Feb. 14]. The special UHF sets may become RCA's first commercial line in that field if the tests are successful and if FCC opens the high band on compatible standards.

FCC said "the Commission has requested NBC to advise it immediately should RCA decide to sell receivers in the Bridgeport area capable of receiving the UHF signal."

The test operation will be conducted at about 529 mc, at the lower end of the 475-890 mc UHF television band. Cost of the satellite is expected to approximate $220,000 including $145,000 for an entirely new transmitter but exclusive of operating costs.

The commission refused to allow identification of the station as WNBT-1, This, FCC said, would violate the Atlantic City Convention and Commission rules. Call letters will be assigned in accordance with usual procedure. FCC also denied a request that the requirement of hourly announcements be waived.

In addition to observation of the operation on special sets, measurements of the satellite's signal will be made under varying conditions to obtain data on UHF propagation, the Commission explained.

RCA-NBC authorities have indicated belief that they have surmounted tube difficulties experienced in their high-band experiment in Washington last fall, when excessive heat was blamed for tube failures. In the Bridgeport tests they planned to employ a cluster of tubes expected to develop about 1 kw power. Antenna gain would raise effective radiated power to 15 to 20 kw.

2nd Station in the Nation!

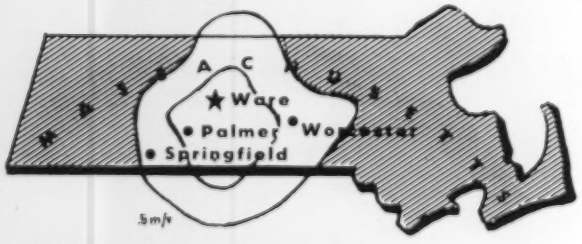
1250 KC **WARE** REGIONAL CHANNEL

WARE, MASS.

SERVING CENTRAL MASSACHUSETTS

With FCC authorized call letter change, WARE (formerly WRMS) becomes the second U.S. Station with call letters spelling the name of the city where studio is located.

Watch for WARE for sales in Central Massachusetts.



WARE dominates Central Massachusetts

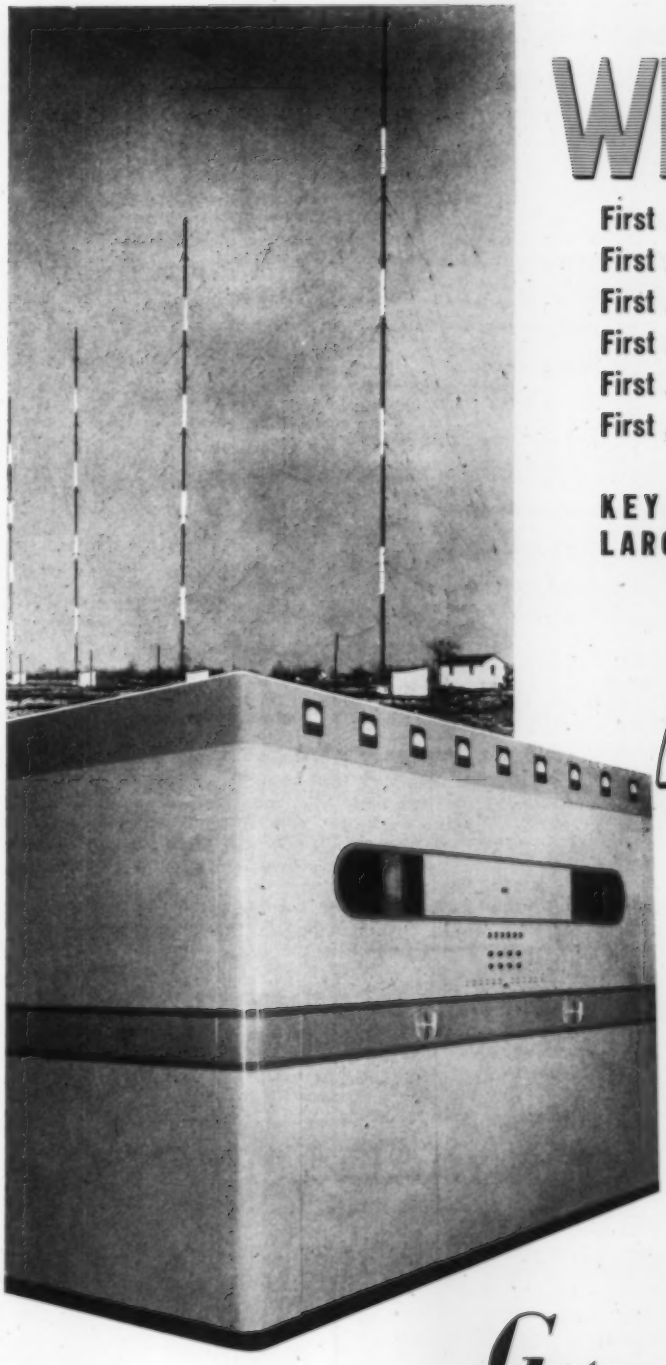
In Ware, WARE pulls 70.3 for entire week of 9 key-city Noonan Survey!

Time	Sets In Use	WARE	Sta A	Sta B	Sta C	Sta D
Morning and Afternoon Entire Week	27.8	38.2	13.1	22.6	5.7	2.4

(Noonan Ratings in 9 Key-City Area)

WARE *delivers . . .*

"Central Massachusetts from the INSIDE"



WIL · · FIRST IN ST. LOUIS

First . . . Commercial Station in St. Louis
First . . . . . Play by Play Major Baseball
First . . . . . Blow by Blow Boxing
First . . . . . Election Returns
First . . Washington News Correspondent
First . . . . . Remote Broadcast
and
KEY STATION FOR THE WORLD'S LARGEST BASEBALL NETWORK

INSTALLS COMPLETE

GATES 5 K.W. EQUIPMENT

Established in 1922 — WIL, St. Louis is a prestige station — with a background as glamorous as the history of radio itself its choice of Gates equipment excellently ties in with the WIL progressive attitude through 27 years of broadcasting. The new 5000 watt voice of WIL beamed over the rich St. Louis area is headed by L. A. Benson who at 14 was in radio, at 17 pounded brass on Lake Michigan, at 19 held the first commercial operator's license in St. Louis and at 20 broadcast the Harding election returns over WEB (forerunner to WIL).

We at Gates feel — the WIL choice of all Gates equipment by an oldtimer is symbolic —Two oldtimers join hands to do a job — WIL, St. Louis established 1922. Gates, Quincy, Ill. established 1922.

Eastern Zone Office
Gates Radio Company
Warner Building
Washington 4, D. C.

Gates Radio Company
Quincy Illinois

TV IN SAN DIEGO

KFMB-TV to Start May 16

KFMB-TV, San Diego's first television station, will start telecasting May 16 with at least 50% of its time commercial, Jack Gross, owner and general manager, advised BROADCASTING late last week.

Coincident with station's opening, the San Diego Chamber of Commerce will co-sponsor a dinner May 16 in recognition of the event. Harold Starkey, president of the Chamber; Harley Knox, San Diego mayor, and Clark Chamberlain, head of the Bureau of Radio and Electrical Appliances, will officiate.

While details of locally sponsored programs have not yet been announced, Mr. Gross said the following national advertisers' programs will be presented via kinescope: Admiral Radio's *Broadway Revue*, General Electric's *Fred Waring Show*, Crosley Division's *Who Said That*, and Time & Life's *Crusade in Europe*.

Personnel added to handle TV operations, according to Mr. Gross, are: Alvin G. Flanagan, formerly producer at KTSL(TV) Hollywood, program coordinator, and Dick Darley, formerly on production staff of KTSL, prduction supervisor. John Bainbridge program director of KFMB, will extend supervision to include television. Similarly Bob Lee, chief engineer of the standard station, will oversee television as well.

Assisting Mr. Lee in engineering will be James Duncan, formerly an engineer with KTLA(TV) Hollywood. He will become chief transmitter engineer of KFMB-TV. Gary Gramman, formerly of WISH Indianapolis, also has joined engineering staff.

Al King, former sales manager of KFMB, is sales coordinator of KFMB-TV.

Pomeroy's

(Continued from page 18)

tured on *Priscilla Pomeroy*, we see that the week radio was used, with no newspaper advertising, sales jumped 100%. Another three-week checking period, when a "name" group of shoes was used, showed 255 pairs sold the week radio was used exclusively, against 216 pairs the preceding week when a large newspaper ad was run, and against 244 pairs the following week, when another large newspaper ad was used.

On *Be-Teen Jamboree*, with one commercial, 28 cotton dresses were sold in three days. After another program, 500 Humphrey Hats were sold in the boy's department. After plugging a forgotten child, the record department, on *Be-Teen Jamboree*, the increase in departmental sales was 123%.

Highlights in Harmony almost doubled sales of a certain household cleaning device the week the brand name was advertised on the program. Another week, when a national brand coat was used, the increase in that line was over 100%.

During a week of advertising a certain brand of shirts on our men's newscast, 234 shirts were sold against 64 during the week prior to radio.

After promotion on our basement spot schedule, 1,300 pieces of just one style blouse were sold in a few months.

These are only a very small part of the consistently excellent direct sales results obtained from our programs and spot announcements. There are many, many more, plus substantial increases in departmental figures, another method of determining radio's pulling power.

As a tribute to our individual radio programs, the NRDGA has awarded, in the past three years of the annual contest held in conjunction with the NAB, seven awards to Pomeroy's of Reading.

The complete cooperation from WHUM in the handling of our radio schedule has contributed immeasurably to its success, and the thorough understanding on the part of the management of the station of our objectives and how we hoped to achieve them has played no small part, either.

WHAM-TV BASIC NBC

Planning June 11 Start

STROMBERG-CARLSON Co., has announced that its Rochester, N.Y., television station, whose call letters have been changed from WHTM (TV) to WHAM-TV, is basic NBC, as is its Rochester AM outlet, WHAM.

Company also announced that it has contracted to carry certain other TV network programs, including those of CBS [BROADCASTING, May 2].

WHAM-TV is now on the air with test patterns and will open commercially June 11 with both local and network shows, the management announced. Station is assigned Channel 6 (82-88 mc).

Upcoming

May 18: Massachusetts Committee, George Foster Peabody Awards for Radio, award dinner Hotel Statler, Boston.
May 19: Southern California AAAA meeting, Los Angeles.
May 20: AFRA Ball, Hotel Astor, New York.
May 23-25: Broadcast Engineers Conference, Biltmore Hotel, Atlanta, Ga.
May 26-27: Virginia Assn. of Broadcasters, Tides Inn, Irvington, Va.
May 29-June 1: Advertising Federation of America 45th annual convention, Houston, Tex.
June 3: Kentucky Broadcasters Assn., Louisville.
June 13-16: Canadian Assn. of Broadcasters Convention, Algonquin Hotel, St. Andrews-by-the-Sea, N. B.
June 26-30: Advertising Assn. of the West 46th annual convention, Hotel Vancouver, Vancouver, B. C.
July 29-30: Catholic Broadcasters Assn., U. of Notre Dame, South Bend, Ind.
Aug. 25-28: AFRA annual convention, Palace Hotel, San Francisco.
Sept. 8-10: Western Assn. of Broadcasters annual meeting, Banff Springs Hotel, Banff, Alta.
Sept. 14-16: Illinois and Wisconsin Broadcasters Assn. and NAB District 9 meeting, Northernaire Hotel, Three Lakes, Wis.
Sept. 26-28: National Electronics Conference, Edgewater Beach Hotel, Chicago.

Timely Scoop

IN THE WAKE of the exodus of 32 NBC Chicago staff members Monday after a Central Division personnel slash, an alert crew in the news and special events department came up with a local scoop. A fire was blazing furiously in the unemployment offices at the Merchandise Mart, site of NBC's midwest offices.

HAYES ELECTED

WTOP Inc. Vice President

JOHN S. HAYES, general manager of WTOP, Washington CBS outlet, was elected vice president and a member of the board of WTOP Inc. at the corporation's regular meeting last Thursday. Mr. Hayes, former manager of WINX under *Washington Post* ownership, assumed the same post at WTOP with the approval of the transfer of that station to *Post* control last February. CBS, former sole owner of WTOP, now holds a 45% interest in the station. Its stock, however, is voted by Philip Graham, president and publisher of the *Post* and president of WTOP Inc.

Mr. Hayes

Mr. Hayes joined the *Post* organization as its radio head in December 1947. He left WQXR, *New York Times* station, to assume his Washington connection where he succeeded Wayne Coy, now FCC chairman. During the war he was in charge of the American Forces Network in the European theatre.

OPERA RIGHTS

For TV Secured by DuMont

DUMONT Television Network has secured full rights to a series of grand operas, produced for video by H. R. H. Television Features Corp., New York. To be telecast from DuMont's Adelphi Playhouse, the operas will be sung in English and run will run 50 minutes in length, for presentation as an hour-long program.

Principals in H. R. H. are Gustave Haenschen, president; Paul Rosen, general production director, and Delores Hayward, talent director.

Gordon to DuMont

MAX GORDON, veteran Broadway producer, joins the DuMont television network today (May 9) as consultant on programs, Mortimer W. Loewi, director of the network, announced last week. Producer of many hit plays, including the current success "Born Yesterday," Mr. Gordon will continue as a producer of plans for the legimate theatre in addition to his duties at DuMont.

A PRINTERS' INK BUSINESS BOOK

"Required Reading for everyone in the radio field."
says EDGAR KOBAK
President of Mutual Broadcasting System

"Congratulations on the best and most comprehensive book so far ever written on RADIO ADVERTISING." —*H. V. Kaltenborn*

PACKED with up-to-date facts, ideas and techniques, this new book has the practical, detailed information advertisers, admen and broadcasters want to know about: planning radio campaigns, buying radio time, writing radio commercials, and testing radio advertising for better results. In addition, it gives a complete, current analysis of television advertising, its impact, circulation, techniques, costs and potentials.

Among the specific information it gives 38 uses and advantages of spot radio, 16 steps in a radio campaign, advantages and disadvantages of 18 types of commercials, etc. "Not only the newest and largest but the most useful book ever written on how to get better advertising results from radio and television."—*John Caples, Vice Pres.*, BBD&O.

43 CHAPTERS COVERING:
Fundamentals
Techniques
Network Advertising
Spot Radio
Commercial Announcements
Past, Present and Future Opportunities

modern RADIO advertising

With an analysis of television advertising
By Charles Hull Wolfe
Director of the Radio & Television Testing Bureau, BBD&O
Over 750 pages $7.50

SEND THIS COUPON TODAY

FUNK & WAGNALLS Co. Dept. B59
153 East 24th St., New York 10, N. Y.
Send me MODERN RADIO ADVERTISING. After ten days I will send $7.50 plus a few cents postage or return the book postpaid.
If remittance is enclosed, we pay the postage. Same return privilege.
Name .....
Address .....
City ..... Zone ...
State .....
Position .....
Company .....

NBC LAYOFFS

Central Division Hardest Hit

SOME 60 NBC employes reportedly were released last week as a step in the network's plan to reduce operating overhead by $1 million [CLOSED CIRCUIT, May 2].

The heaviest blow fell in Chicago where approximately 10% of the network's staff of 332 was eliminated. A dozen employes were released in New York. Other staff reductions in Washington, Cleveland and San Francisco offices of the network and its owned and operated stations were said to have brought the total to at least 60.

NBC's West Coast operations were apparently unaffected by the economy move. Lewis Frost, assistant to Sidney N. Strotz, vice president in charge of the Western Division, said there have been "some minor reductions in tightening personnel operations". He was optimistic that television and "increased activity in building house packages" would bring about some increase in staff. Discussing the general situation in Hollywood and San Francisco he pointed out that the gradual reduction which started after the war had not assumed the proportions of a drastic staff cut.

Although there was no official comment on the staff eliminations or on the $1 million economy plan, it was understood that RCA had assigned efficiency experts to investigate the operations of its wholly-owned subsidiary, NBC. The investigation is being conducted by Booz, Allen & Hamilton, a management consultant firm which last year was paid $147,651.38 by RCA for services in other divisions of the corporation.

Booz, Allen & Hamilton have been at work in NBC for several weeks, it was understood, and their investigation will continue for another month at least. Their presence aroused the belief that further staff reductions, realignments or both would ensue.

A majority of the employes who already have been relieved were understood to have been in the lower grades—clerks, typists, receptionists and the like. In Chicago, staff members of higher levels were also involved.

Before the discharges, NBC had 2,667 on its payroll. These were divided among the network's divisions and stations as follows: New York (including foreign service), 1,678; Washington, 143; Cleveland, 122; Chicago, 332; Denver, 64; San Francisco, 145, and Hollywood 283.

The NBC economy campaign is in harmony with statements made by Brig. Gen. David Sarnoff, chairman of the board of RCA, early last week to stockholders that RCA expected 1949 to be a difficult year (see story page 30).

Revenue for NBC in 1948 was $70,949,218, a $5,259,217 increase over 1947, the annual review of the company, released last week, reported.

Departments hardest hit in Chicago, where 32 AM staffers were dropped Monday, were Guest Relations and Program and Press, according to I. E. Showerman, Central Division vice president.

H. D. Livezey, Guest Relations head, was laid off, while in Programs William Murphy, continuity editor, was assigned to staff writing. His work will be handled by Robert Gilbert, continuity acceptance editor. In Press, six of the present nine staff members will be eliminated "as quickly as reorganization allows," Press Chief Jack Ryan said. Mr. Ryan has made provisions, however, for four of the six to be transferred to other Central Division departments.

The Chicago layoffs also involved personnel of WMAQ, NBC's owned and operated outlet. The cost of television is "largely responsible" for the layoffs, Mr. Showerman said. He explained that several jobs were being transferred to New York for handling.

Denying that another major layoff will take place before June, Mr. Showerman added that "no more changes are even being considered, except perhaps for the Agriculture Dept." That department is headed by William Drips, national NBC farm director, who works with an assistant and a secretary. It has been suggested that agricultural activity in the Midwest, which centers on production of the *National Farm and Home Hour*, be directed from New York.

New York will also handle all legal matters, as Thomas Compere has been released as attorney for the Central Division. No eliminations were made on the talent lineup, according to Jules Herbuveaux, TV manager.

Most of those dismissed in Chicago are believed to have left the same day with severance pay.

CHAMBER MEET

Spending Must Be Cut, Senators Warn

THERE is no serious danger of a depression, most speakers from private industry agreed last week at the annual meeting of the U. S. Chamber of Commerce in Washington.

On the other hand, two U. S. Senators warned that the government must reduce spending or run the risk of a major recession.

Harry A. Bullis, chairman of the board, General Mills, predicted a prosperous economy for the next three years.

Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, said that if the "present military spending spree and European aid program are not drastically reduced by next year this nation will be launched on the wildest inflationary binge of all history." The result will be depression and high prices, he said. Sen. Johnson did not refer to radio regulation or legislation in his talk.

Sen. Harry F. Byrd (D-Va.) predicted an increase in taxes would bring a major recession and called for a drastic reduction in public spending.

Frieda B. Hennock, FCC commissioner, told the chamber's women's luncheon that government should help business "where it must, and then step out and let business carry the ball." Miss Hennock said she is "firmly convinced" that America's economic future is bright. "Rigid self-discipline by business and whole-hearted cooperation with government are necessary to counteract periodic maladjustments," she declared.

"I look for one of the greatest eras in our country's long productive history, during the next three years," Mr. Bullis said. "I look for a higher standard of living. I predict a vast flow of industrial goods at prices that more people will be willing to pay."

He continued "Business should win public favor by telling its operating story and accepting its full social responsibilities." He also urged business to lower its prices wherever possible, to maintain purchases for plant and expansion, to maintain full productive employment and to extend corporate ownership to smaller investors.

General Mills spent more than $7 million on network radio in 1948. That this level would be maintained was indicated in Mr. Bullis' warning that retrenchment in business expenditures might start a serious trend, and should be avoided where possible.

Government should aid in maintaining prosperity by reducing taxes, removing barriers to investment, giving assurance that industry would not be crippled by control and adopting economy in its own operations, Mr. Bullis stated.

In a series of resolutions the Chamber called for government reorganization in the interests of economy and efficiency; termed it essential that the commercial and economic value of advertising be acknowledged and its key role in the future economy of the nation recognized; endorsed the program of regular census statistics; declared government can best serve by encouraging maximum opportunity for the individual.

Herman W. Stenkrauss, president of Bridgeport Brass Co., Bridgeport, Conn., was elected Chamber president for the coming year.

This transmitter is now operating at WBKB and will be available May 15, 1949 when WBKB switches to its new equipment.

TELEVISION TRANSMITTER, sound and picture, now operating on Channel 4, Chicago. Power output 4Kw. Includes RCA 3 bay super turnstile antenna, 600 feet 1⅛" air coax, Blaw-Knox self-supporting two-hundred foot tower, water cooling equipment. Excellent condition. Ready to operate immediately on any low band channel. All reasonable offers considered.

WRITE OR WIRE JOHN H. MITCHELL

BALABAN & KATZ TELEVISION THEATER

WBKB CHICAGO

IN EASTERN NORTH CAROLINA TOBACCO IS KING

WGTM

Covers This Rich Market . . . with a King-Size Voice!

Mutual Exclusive in this Area.

Write or phone us or our National Representative

WGTM

"THE VOICE OF THE GOLDEN PLAIN"

WILSON, N. C.

5000 Watts—Full-Time
590 Kilocycles
Serving 1,125,000 People

NATIONALLY REPRESENTED BY WEED AND COMPANY

Antenna Plan

(Continued from page 27)

level flight is required for National Military Establishment and Coast Guard air operations conducted from air stations located within 20 miles of the Atlantic, Pacific and Gulf Coasts. These corridors will be 10 miles in width, extending from coastal air stations to the nearby seacoast.

c. Airport and airport approach areas (Par. (3) below).

2. Antenna structures under 170 feet in height above ground will not be considered hazards to air navigation or require painting and marking except in the areas outlined in paragraph 3 below. Antenna structures 170 feet in height up to 500 feet in height will require painting and marking in accordance with specifications.

3. Antennas in airport and airport approach areas, as defined in paragraphs d (1), (2), (3), (4) below, are considered hazards to air navigation and will require special aeronautical study if they project above the following heights above ground or surfaces. (In case of conflict, the lowest heights will prevail.)

a. In instrument approach areas, more than 100 feet above the ground or 100 feet above the elevation of the approach end of the runway, whichever gives the higher elevation of the structure, within three miles of the runway end, and increasing in height above ground in the proportion of 25 feet for each additional mile of distance outward from the runway but not to exceed 200 feet within ten miles of the runway end. The approach area requirements for instrument runways shall apply to all runways which may be used for instrument operations and to both ends of such runways.

b. More than 170 feet above the ground or the established airport elevation, whichever gives the higher elevation of the structure, within three miles of the reference point of a feeder or larger class airport and increasing in height above ground in the proportion of 100 feet for each additional mile of distance from the airport but not to exceed a maximum of 500 feet above ground.

c. Antenna structure of an elevation which would increase the final approach minimum flight altitude which is normally established from the highest point within five miles of the centerline of the final approach course of the radio facility used for final let-down for an airport, and extending for a distance of ten miles along this course outward from the radio facility, will be considered a hazard to air navigation and require special aeronautical study.

d. In addition to the requirements mentioned above, antennas which project above the landing area or any of the imaginary surfaces outlined below will be considered hazards to air navigation and will require special aeronautical study. (Under most conditions, the limits prescribed in paragraphs a, b and c above will be the determining factor. However, in the areas immediately adjacent to the runways and under certain conditions where the terrain rises rapidly in the airport areas, the surfaces outlined below become a more limiting factor than the absolute height requirements.)

(1) **Approach Surfaces**—The approach surface is an inclined plane located directly above the approach area. The dimensions of the approach area are measured horizontally.

(a) **Length**—The approach area has a length of 10,000 feet beginning 200 feet (1,000 feet for regular National Military Establishment Air Bases) from the end of each runway and extending outward, ending at a point 10,200 feet (11,000 feet for regular National Military Establishment Air Bases) from the end of the runway on the extended centerline of the runway. In addition, the approach areas of all runways which may be used for instrument operation shall extend outward an additional 40,000 feet. The approach area requirements for instrument runways shall apply to all runways which may be used for instrument operations and to both ends of such runways.

(b) **Width**—The aproach area is symmetrically located with respect to the extended runway centerline, and for all instrument runways has a total width of 1,000 feet (1,500 feet for regular National Military Establishment Air Bases) at the end adjacent to the runway. The approach area flares uniformly to a total width of 4,000 feet at the end of the 10,000-foot section and to a total width of 16,000 feet at the end of the additional 40,000-foot section. For all other runways not intended for instrument operation, the approach area has a total width at the end adjacent to the runway, and at the approach end, respectively, as follows: For express air carrier service, as indicated in TSO-N6a*, and larger airports, 500 feet and 2500 feet; for trunk line air carrier service airports, 400 feet and 2400 feet; for feeder air carrier service airports, 300 feet and 2300 feet for secondary airports, 250 feet and 2250 feet and for personal airports, 200 feet and 2200 feet.

(c) **Slope**—For instrument runways the slope of the approach surface along the runway centerline extended is 1:50 for the inner 10,000-foot section and 1:40 for the outer 40,000-foot section. All other runways, not intended for instrument operation, which meet or exceed the minimum runway length requirements for feeder air carrier service (specified in TSO-N6a) shall have a slope of 1:40. On airports with shorter runway lengths than those specified for feeder air carrier service, the slope of the approach surface is 1:20 for all runways.

(2) **Horizontal Surface**—The horizontal surface is a plane circular in shape, with its height 150 feet above the established airport elevation and having a radius from the airport reference point as indicated in the following table:

Intercontinental express airports and National Military Establishment Air Bases	13,000 feet
Intercontinental airports	11,500 feet
Continental airports	10,000 feet
Express airports	8,500 feet
Trunk Line airports	7,000 feet
Feeder airports	6,000 feet
All smaller airports	5,000 feet

(The above airports except National Military Establishment Air Bases are defined in TSO-N6a.)

The established elevation of the airport is the elevation of the highest point of the usable landing area. The airport reference point is a point selected and marked at the approximate center of the airport landing area.

(3) **Conical Surface**—The conical surface extends upward and outward from the periphery of the horizontal surface with a slope of 1:20 measured in a vertical plane passing through the airport reference point. Measuring radially outward, from the periphery of the horizontal surface, the conical surface extends for a horizontal distance of 7,000 feet for intercontinental express airports, intercontinental airports (in accordance with TSO-N6a) and National Military Establishment Air Bases; and 5,000 feet for continental, express, trunk line and feeder airports, and 3,000 feet for all smaller airports.

(4) **Transitional Surfaces**—The transitional surfaces are inclined planes with a slope of 1:7 measured upward and outward in a vertical plane at right angles to the axis of the runway. The transitional surfaces, symmetrically located on either side of the runway, extended upward and outward from a line on either side of the runway, extend upward and level with the runway centerline. These parallel lines are at a horizontal distance from the runway centerline equal to one-half of the minimum width of the approach area indicated in 3d (1) (b) above. Transitional surfaces extend from the edges of all approach surfaces upward and outward to the intersection with the horizontal surfaces or the conical surface. The approach surfaces for instrument runways projecting through and beyond the limits of the conical surface shall have 1:7 transitional surfaces extending a distance of 5,000 feet measured horizontally from the edge of the approach surfaces and at right angles to the runway axis.

Applicants will find the following charts of assistance to them in determining where their proposed antenna sites lie with respect to airport and approach area:

1. Aeronautical Sectional Charts.
2. Aeronautical Local Charts.
3. Instrument Approach and Landing Charts.
4. Flight Information Manual.

The above charts may be purchased from the U. S. Coast and Geodetic Survey, Department of Commerce, Washington 25, D. C.

The Flight Information Manual may be purchased from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C.

To determine the applicability of the foregoing criteria to individual locations, it is recommended that the applicant consult the Commanding Officer or the Civil Aeronautics Regional Administrator concerned.

* TSO-N6a, October 4, 1948, Runway Strength and Dimensional Standards for Air Carrier Operations, Civil Aeronautics Administration, Department of Commerce.

PROGRAM CHIEFS

NAB Plans Chicago Clinic

NAB is completing plans for the first NAB Program Directors' Clinic, to be held June 27-29 on the downtown Chicago campus of Northwestern U., according to Harold Fair, NAB Program Dept. director.

Programmed on a shirt-sleeve basis, the sessions will be devoted exclusively to discussions designed to improve program structures at local stations and aid program directors in using available services.

Topics to be covered include programming for sales, slated for a full day of discussion, along with news, music, copyright, public interest features, program promotion, research as a program tool, farm service programming, special events, sports, TV planning, experimental programming, engineering tools and disc jockey programming.

NAB President Justin Miller will address the delegates.

MITCHELL

Addresses Wichita Group

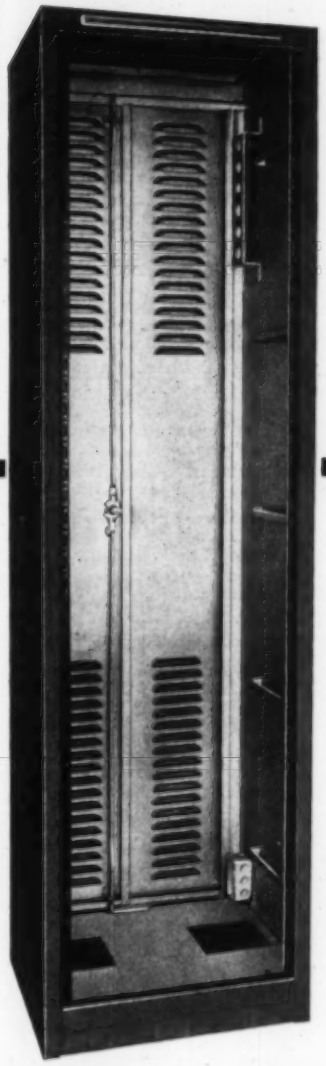
MAKING HIS first appearance since being named director of NAB's new Broadcast Advertising Bureau, Maurice Mitchell addressed a Wednesday luncheon of Wichita, Kan., broadcasters. He was invited by four stations serving Wichita, KAKE, KANS, KFBI and KFH. Guests included 250 prominent Wichita retailers and broadcast personnel.

Five radio advertising axioms were emphasized by Mr. Mitchell in his address: have an objective; beam the sales message to the audience that is desired; feature wanted items—strong lines of merchandise—rather than "white elephants"; speak in the language of the public in terms of self interest; and, coordinate the radio advertising campaigns with other media, making one type of advertising fit in with the others.

Bob Enoch, general manager of KTOK Oklahoma City and director of NAB's 12th District, was an honored guest at the luncheon. Mr. Mitchell was presented with a Western-style engraved and handtooled belt from the four stations. Frank V. Webb, general manager of KFH, made the advance arrangements for Mr. Mitchell's visit, in cooperation with managers Jack Todd of KAKE, Kay Pyle of KFBI and Archie J. Taylor of KANS.

NARND Slates Miller

NAB President Justin Miller will address the 1949 convention of the National Assn. of Radio News Directors in New York Nov. 11-13.



GraybaR recommends KARP CABINETS

with these 11 features!

- Easily removable double doors permit installation close to wall.
- Extensively louvered doors and ventilated top allow heat dissipation.
- Polished stainless steel top trim, side trim optional.
- Bright aluminum interior finish for improved illumination.
- Attractive, light, aluminum gray (Western Electric) exterior finish; other finishes furnished to order.
- Handy spare tube socket supports (6 sockets each).
- Side knockouts facilitate inter-wiring of adjacent mounted racks.
- Cable forms each side.
- 110 volt receptacle box.
- Two ground terminations.
- Two large 6" x 6" cable entrances.

Here are excellent-quality, reasonably priced rack cabinets to facilitate the operation and enhance the appearance of your broadcasting and sound system equipment. Designed in accordance with R. M. A. "specs", they simplify problems of mounting and of servicing the apparatus.

Immediate deliveries of standard types, models, and sizes are now available from Graybar. Optional accessories include rear-panel rack mountings, front-mounted doors, drawer, power and audio terminal mounting. Graybar also can provide cabinets of any special designs you want.

Graybar has *everything* you need in broadcast equipment . . . PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds. To get the most suitable items the easiest, quickest way — for a small maintenance job or a complete new station — call your nearest Graybar Broadcast Equipment Representative. *Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.* 4946

GRAYBAR BRINGS YOU BROADCASTING'S BEST:

Amplifiers (1) (See key to numbers at right)
Antenna Equipment (1)
Cabinets (5)
Consoles (1)
Loudspeakers and Accessories (1, 3)
Microphones, Stands, and Accessories (1, 3, 6, 7, 8)
Monitors (1, 4)
Recorders and Accessories (9)
Speech Input Equipment (1)
Test Equipment (4, 10)
Towers (Vertical Radiators) (11)
Tower Lighting Equipment (2, 12)
Transmission Line and Accessories (13)
Transmitters, AM and FM (1)
Tubes (1, 2, 18)
Turntables, Reproducers, and Accessories (1)
Wiring Supplies and Devices (3, 8, 14, 15, 16, 17)

MANUFACTURED BY:

(1) Western Electric; (2) General Electric; (3) Whitney Blake; (4) General Radio; (5) Karp Metal; (6) Hugh Lyons; (7) Meletron; (8) Hubbell; (9) Presto; (10) Weston; (11) Blaw-Knox; (12) Crouse-Hinds; (13) Communication Products; (14) General Cable; (15) National Electric Products; (16) Triangle; (17) Bryant; (18) Machlett

Distributor of *Western Electric* Broadcast Equipment

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EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

There are Graybar offices in over 100 principal cities.
These are the Graybar Broadcast Equipment Representatives in key cities:

ATLANTA E. W. Stone, Cypress 1751
BOSTON J. P. Lynch, Kenmore 6-4567
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CINCINNATI J. R. Thompson, Main 0600
CLEVELAND W. S. Rockwell, Cherry 1360
DALLAS C. C. Ross, Central 6454
DETROIT P. L. Gundy, Temple 1-5500
JACKSONVILLE W. C. Winfree, Jacksonville 5-7180
KANSAS CITY, MO. R. B. Uhrig, Grand 0324
LOS ANGELES R. B. Thompson, Trinity 3321
MINNEAPOLIS W. G. Pree, Geneva 1621
NEW YORK F. C. Sweeney, Watkins 4-3000
PHILADELPHIA G. I. Jones, Walnut 2-5405
PITTSBURGH R. F. Grossett, Court 4000
RICHMOND E. C. Toms, Richmond 7-3491
SAN FRANCISCO K. G. Morrison, Market 5131
SEATTLE D. I. Craig, Main 4635
ST. LOUIS J. P. Lenkerd, Newstead 4700

IBEW Strike

(Continued from page 32)

to cross the picket lines thrown around the station. The newsmen are members of the Boston Editorial Writers Assn., like IBEW an AFL union, with announcers belonging to AFRA.

WNAC's AM and FM operations were off the air 58 minutes Tuesday, with WNAC-TV off three hours. WAAB Worcester was silenced from 6 p.m. to 9:13 p.m.; WEAN Providence resumed at 7:30 p.m. and WICC and WONS lost about 15 minutes.

Thomas F. O'Neil, Yankee vice president, said he had pointed out in a letter to Mr. Lighty that the company "had failed to secure the union's agreement to any plans permitting the elimination of unneeded personnel." This required interim measures, the letter continued, if the company was to preserve its status and identity in the industry pending a final contract with the union.

"In view of these facts the company ordered an adjustment of wages in Portland, Hartford, Worcester, Bridgeport and Providence to correspond with the average wages for like work prevailing in these cities," he said. "The readjustment does not apply to Boston." Mr. O'Neil explained efficient use of personnel requires a realignment of jurisdictional duties between IBEW and AFRA "so that, when feasible, one man would perform those duties for which two men have been required by virtue of jurisdictional restrictions in our union contracts. He said:

> Factors beyond the control of management made unnecessary any decision as to whether these combined duties should be assigned to IBEW or AFRA in that AFRA has outstanding contracts in all of our stations which are not subject to negotiations for a number of months. This fact alone required a decision that the combined duties be assigned to AFRA members, except at WEAN where the announcers are members of IBEW.
>
> With reference to WEAN, you will recall that management there proposed that if the announcers and engineers employed at that station desired, competitive auditions would be conducted among all such personnel to determine which were best qualified for the duties in question. . . .
>
> It is believed fair to state that the union categorically refused to consider any proposal which would reduce its jurisdiction although it was admitted that the combination duties proposed by the company were possible and that, while IBEW was not seeking duties now assigned to other unions, it would be willing to consider such additional duties as proposed by management if management desired to assign such duties and pay for their performance.

IBEW said negotiations have been under way for some time, the union asking changes only in the 1947 two-year agreement. The company gave notice of termination on the anniversary date, April 30, according to IBEW. The union declared it offered to refer all disputed issues to an arbitration panel but that the company refused all such proposals by IBEW as well as by a federal conciliator who entered the case in the latter stages. The union denied that jurisdictional or artificial restrictions were back of the rupture in negotiations and accused the company of attempting to inject issues that had not been raised during the negotiations.

IBEW Wins at WTOP

TECHNICIANS of WTOP Washington voted for a union shop, the National Labor Relations Board announced last week. Of 31 employes eligible to vote, 25 voted, two votes were challenged and no votes were cast against the union shop. The International Brotherhood of Electrical Workers local at WTOP is authorized to enter into a contract with WTOP by which union membership is a required condition of continued employment, it was stated.

BAB Policy Group

(Continued from page 25)

to the increased dues put in effect by the board and some to dissatisfaction with association services, particularly in the sales field.

Another pending project at NAB is appointment of a Standards of Practice information officer. The standards become completely effective, covering all contracts, on May 19. This is the anniversary of the code's adoption at Los Angeles. At that time it was decided to allow a year's grace on contracts in force prior to formal adoption of the standards.

The Standards of Practice Committee recommended at Chicago that an information officer be hired but the board revised the idea by referring the matter to program officials. This likely means that the Program Dept. will do the code job. Harold Fair, director, and Ben Miller, assistant director, have handled much of the code work since its conception nearly three years ago.

Affecting composition of the board itself is a proposed amendment to permit directors-at-large to serve two years instead of one. The By-Laws Committee is to draft a by-laws amendment for membership vote.

Though interest is running high in NAB's television future, there still is pending a general reorganization proposal. This is in the hands of a special realignment committee which has not scheduled its next meeting. The committee proposed a new structural setup at the last board meeting, but the board concentrated on the BAB project.

Presiding at the BAB Policy Committee meeting Wednesday will be John J. Gillin Jr., newly elected chairman of the Sales Managers Executive Committee. The board's BAB action makes the SMEC chairmen automatically a member of the BAB Policy Committee.

Other policy committeemen are four board members named by Judge Miller. They are Robert Enoch, KTOK Oklahoma City, chairman; G. Richard Shafto, WIS Columbia, S. C.; Howard Lane, WJJD Chicago; Frank U. Fletcher, WARL-FM Arlington, Va.

Maurice B. Mitchell, who will be director when BAB gets into operation, conferred last week with Chairman Enoch while on a sales promotion mission in Oklahoma City. Mr. Mitchell addressed a meeting of Oklahoma city retailers, arranged by local stations.

Prior to absorption by BAB, the Dept. of Broadcast Advertising is going ahead with several projects. These include a slide-easel sales promotion pitch for station use and preparation of TV contract forms.

The policy committee will take up a list of proposed projects covering AM, FM and television. Some of the TV proposals were suggested by Washington TV station managers [BROADCASTING, May 2].

Starting off the BAB activity with $100,000 more than the previous broadcast advertising budget, the BAB committee will consider the plan to set up offices in New York and Chicago and possibly obtain West Coast representation. These cities originate the bulk of national business.

BAB's sponsors originally favored New York headquarters, with a setup similar to that of national representatives. For economy reasons BAB headquarters likely will be kept in Washington for the time being.

The policy committee will make recommendations to NAB management, which is expected to supervise BAB in cooperation with the committee's wishes.

At the weekend NAB headquarters had not yet disclosed board wishes on the proposal to combine the Sales Managers and Small Market Stations Executive Committees.

NAB officials declared the merger idea in no sense implies abandonment of any activities on behalf of small market stations. It was claimed that the merger will effect economics and that BAB will be able to provide better service in the sales promotion field. Other committees will absorb non-sales activities, if the board approves the merger idea. Actually the service to small market stations will be expanded, it was stated.

After BAB is formally constituted, a new BAB Executive Committee may be named to replace the sales manager group.

All developments add up to a major adjustment of the industry's trade association to needs of the times. Many of the ideas cost money. The new board finance committee [BROADCASTING, May 2] has the job of finding the money. Committee chairman is John F. Meagher, KYSM Mankato, Minn., District 11 director, who succeeds Clair McCollough, WGAL Lancaster, Pa. Mr. McCollough resigned from the committee after looking over the board's list of financial demands.

Jerry Franken, Radio Television Editor, telegram reads:

WSGN has been awarded second place for regional channel network affiliates in the audience promotion category of The Billboard's Eleventh Annual Radio and Television Promotion Competition . . .

WSGN THE NEWS • AGE • HERALD STATIONS

WSGN-FM • Birmingham, Ala. • Headly Reed, National Reps.

Open Mike

(Continued from page 16)

side WCAU coverage.

In recognition of his meteoric rise to fame, WARD Johnstown prepared a glowing tribute to the lawmaker. . . . Exactly 24 hours following his death, the local station aired a 15-minute salute to the Congressman. . . .

Of particular importance was the conclusion of the program when the Congressman's last words to his constituents were broadcast as recorded one day preceding the fateful flight. The flying legislator had . . . recorded a brief statement concerning labor legislation. . . .

Countless requests for copies of the recording have been received. . . . Further requests . . . directed the station to repeat the broadcast. . . . This was done and complete home recordings of the work were presented to the next kin who gratefully received them. The entire program was written and narated by Bob Nelson, WARD manager. . . .

Robert R. Nelson
Manager
WARD Johnstown, Pa.

* * *

ANPA's Version

EDITOR, BROADCASTING:

On page 54 of your issue of May 2 reporting on the ANPA Convention is the following paragraph:

Cranston Williams, general manager of ANPA, who summed up the meeting for reporters, said a canvass indicated a general opinion that radio would be "on the rocks" in three years. That opinion was expressed by publishers who cited the large number of stations and the advent of television as the reasons for their views.

The above is not a correct statement and it is sloppy reporting.

After the Tuesday morning and afternoon sessions when topics were discussed we had all of the members of the committee present who presided at these two sessions. They attempted to cover the highspots and answer all questions. Joe M. Bunting, *Bloomington* (Ill.) *Pantagraph*, presided at the session for papers from 10,000 to 50,000 circulation.

Mr. Bunting stated to the reporters that he commented at the conference that in case newspaper publishers who already own radio stations or those who contemplate building radio stations have not read it be recommended a recent article in *Look* magazine by Mr. Aylesworth, at one time head of NBC. Mr. Bunting said that Mr. Aylesworth confidently predicts that radio as we know it today will be as dead as the dodo bird within three years. Mr. Bunting said that Mr. Wayne Coy, Chairman of the FCC, disagrees with Mr. Aylesworth, but only on the matter of time. Mr. Bunting said Mr. Coy thinks it will take maybe a couple of years longer than three years. Mr. Bunting concluded: "You will find it interesting reading. Maybe it will chill you the way it did me."

My only comment to the reporters in response to questions was that the average newspaper publisher did not know exactly where television and radio would wind up nor how it would develop in competition with newspapers, but that no newspaper publisher was afraid of the future and publishers generally thought the newspaper was a good medium to compete with anybody or anything.

Cranston Williams
General Manager
American Newspaper Publishers Assn.
New York

[Editor's Note: BROADCASTING is happy to publish Mr. Williams' letter. The NEW YORK TIMES, April 27, Page 25, reporting on the session discussed above, said: "Discussions at the meetings which were closed to reporters, were summed up later by Cranston Williams, general manager of ANPA, and the discussion leaders.

"The view was expressed that the situation in radio today was as confused as the newspaper field was in the year 1900. Mr. Williams said a canvass indicated a general opinion that radio would be on the rocks in three years, both because of the large number of stations and the advent of TV."]

* * *

FM Ignored

EDITOR, BROADCASTING:

As a small stockholder in Columbia Broadcasting System Inc., I have just received their Annual Report To Stockholders for 1948.

I had understood that CBS and CBS affiliates had made and are making considerable investments in order to provide improved service through FM. In the forty-three page report I can find "FM" only once where a change of management at KQW-FM is mentioned. As far as I can tell from the list of 179 CBS owned and affiliated stations, none of them have FM facilities.

This seems somewhat peculiar since 85% of the listed CBS affiliates could receive increased physical coverage through the use of FM, to say nothing of FM's other advantages. Now, obviously, a large proportion of CBS affiliates duplicate on FM but the question is, why is it such a big secret?

Many surveys show substantial FM listening in competition with AM stations. FM is here! For a lot of AM stations it is doing more than was ever expected.

Why not promote it instead of hiding it?

Edward A. Wheeler
President
WEAW(FM) Evanston, Ill.

Prichard Indicted

EDWARD F. PRICHARD Jr. of WKLX Lexington, Ky., was one of two persons indicted by a federal grand jury on a charge of conspiracy to forge ballots in last autumn's general election in Bourbon County, Kentucky. Also indicted was A. E. Funk, Jr., son of the state attorney general. The defendants issued a statement in which they said they were "completely innocent" and requested a speedy trial. Mr. Prichard is son of Edward F. Prichard Sr., owner of WKLX. He has served as aide to several top Washington officials.

LEGAL AIDES

For FCC Commissioners Ok'd

ASSIGNMENT of a legal assistant to each of FCC's seven Commissioners [CLOSED CIRCUIT, April 25] was approved by the Commission last week, with assignments to be worked out probably this week.

The Commissioners will choose their assistants from within the Law Bureau. It will be for each commissioner to decide whether his assistant devotes fulltime to these duties or divides his time between these and Law Bureau assignments.

Comr. Frieda B. Hennock has led the move for special legal aides, contending that the Commissioners can operate more efficiently under their current workload if they have expert and experienced assistants, particularly on the complex legal problems involved. Comr. Robert F. Jones also has urged the need of special counsel.

The plan has been under study for some time but doubtless was given impetus by the charges of Sen. Edwin C. Johnson (D-Col.) that the Commission currently is dominated by the Law Bureau [BROADCASTING, April 25]. Backers of the proposal see it as a means of permitting the Commissioners to get counsel and assistance independent of the Law Bureau.

The assistants picked by the Commissioners presumably will take up their new duties at their present salaries, subject to later promotion in accordance with customary Civil Service procedures.

NEW REC SLATE

Karol Is Named President

RADIO Executives Club last Thursday unanimously elected a new officer slate for the coming year. Installation of officers is to be held May 19.

Those elected at the club's luncheon meeting at the Roosevelt Hotel, New York, were: John Karol, CBS sales manager, president; Gordon Mills, general manager, radio department, Kudner Agency, vice president; Lewis H. Avery, Avery-Knodel, treasurer, and Claude Barrere, talent representative, secretary.

Carl Haverlin, outgoing president, who presided at Thursday's meeting, announced that REC roster is in the mail this week, and that since more than 95% of the membership had objected to the suggestion that the club's name be Radio and Television Executives Club, its present title stands.

The meeting paid tribute to the United Nations. Speakers were Dr. Herbert Evatt of Australia, president, UN General Assembly, and Mrs. Eleanor Roosevelt, of the American delegation. Both acknowledged the efforts of radio on behalf of the UN.

BUY A DOZEN

Get a Half-Million!

In twelve counties along the southeast coast of Florida, 668,500* people have a net buying income of $778,561*. In the same twelve counties in 1948 . . . retail sales totaled $789,451*!

When you buy WIOD . . . you buy solid coverage of this twelve-county market —coverage proved by results . . . by BMB . . . by mail response . . . by engineering data! This was true yesterday—and it is today, too!

*Sales Management's 1949 Survey

WIOD
FIRST IN MIAMI

National Representatives
GEORGE P. HOLLINGBERY CO.
Southeast Representative
HARRY E. CUMMINGS
JAMES M. LeGATE, General Manager
5,000 WATTS • 610 KC • NBC

All WIOD-AM programs are duplicated on WIOD-FM without extra cost to advertisers

FCC Rapped

(Continued from page 26)

But difference in size does not necessarily spell a difference in need.

But the Court rejected suggestions that FCC must make a "mathematical evaluation of existing service" by putting unit values on power, hours, etc.

Nor did the Court think, as Easton Publishing had urged, that FCC should count the FM as well as the AM stations in the two communities when comparing the amount of radio service in each.

The Court approached this decision from behind. The law does not require FCC to consider the available AM service in making FM assignments, the decision concluded. If it did, the Court said, "the development of the newer system in areas which have shown progress in establishing the old, would be greatly impeded."

Having established the converse, the Court ruled on the original question. "What is true of the converse is true of the proposition in this instance," the decision asserted.

The Court conceded that there could be times when "the general overall situation"—AM plus FM—"might in the last analysis, after all the facts are viewed, be the controlling feature in the determination. But the Commission is not required to ignore the basic difference between the two services. If the comparison is for the purpose of locating an AM station, and if one community has an FM station, the Commission is not required to consider that community as though it had an AM station."

In the Lubbock case the grantee, KVLU, had based its program plans on the assumption that it would affiliate with Mutual. Before the grant was made final, another Lubbock station got the Mutual affiliation. KFYO contended this made it impossible for KVLU to accomplish its program proposals.

FCC granted KVLU anyway, holding that in any event KVLU's plans indicated "a well-rounded and balanced program service." Said the Court:

. . . The proposal made by [KVLU] was "based upon" a Mutual network contract. The final decision of the Commission recites the improbability of such contract and rests upon "the type of programming" proposed and the probability that the applicant will present "a well-rounded and balanced program service."

We are not told by any findings what type of program [KVLU] proposes, absent the Mutual network affiliation. Moreover, this is a comparative consideration, and the question is not whether the applicant will present a well-rounded program but whether its proposals will better serve the public interest than those of another applicant.

How can a conclusion be reached as to which proposal is better, if the nature of one of them is not known? Perhaps a mere finding that an applicant will present a well-rounded program would suffice, if the decision related merely to the bare qualification of the applicant for a license. But that is not the inquiry here. The Commission is making a comparison, and it says, correctly, that the comparison of the program proposals is an important criterion in that determination. Then, we think, it must make findings . . . and it must receive evidence upon which to base those findings.

The Court also took FCC to task for applying its non-newspaper preference against KFYO and not against KVLU. The non-newspaper policy is designed to avoid concentration of the media of mass communications. Yet, the Court noted, FCC gave no weight to the fact that the owners of KVLU are identified with the ownership of stations at Brownwood, Waco and Austin, and with newspapers at Brownwood, Del Rio, and Lamesa, Tex.

The decision upheld FCC's right to consider the fact that some 74% of the increased service area which KFYO was seeking is served by KGNC Amarillo, commonly owned with KFYO.

"We think that competition in service is a feature which may be considered by the Commission, among other factors, in reaching a choice between applicants," the Court declared.

KFYO's Protest

KFYO also had protested that FCC granted KVLU 5 kw day whereas its application was for 1 kw. The Court agreed "generally" that FCC is confined by law to the application as made out and that it could not find KVLU qualified for 5 kw on the basis of evidence relating solely to 1 kw. But it also agreed with FCC that the Commission can grant facilities which are "reasonably related" to those requested—provided, the Court said, that "reasonably related" means "within the ambit of the issues and the evidence."

In this case, the Court said, "our difficulty is that we cannot tell from anything brought to our attention in this record whether operation at 1 kw is reasonably related to operation at 5 kw."

In its decisions, all written by Associate Justice E. Barrett Prettyman, the Court made plain that competitive cases involve "more than the bare qualifications of each applicant," though "bare qualifications" may be enough when the application is uncontested. For comparative decisions, the Court laid down these "essentials" (in the Alabama case):

1. The bases or reasons for the final conclusion must be clearly stated.

2. That conclusion must be a rational result from the findings of ultimate facts, and those findings must be sufficient in number and substance to support the conclusion.

3. The ultimate facts as found must appear as rational inferences from the findings of basic facts.

4. The findings of the basic facts must be supported by substantial evidence.

5. Findings must be made in respect to every difference, except those which are frivolous or wholly unsubstantial, between the applicants indicated by the evidence and advanced by one of the parties as effective.

6. The final conclusion must be upon a composite consideration of the findings as to the several differences, pro and con each applicant.

But the Court felt it is the competing applicants' task, in comparative cases, to point out the essential differences between the rivals. The Commission is not bound to look for differences, during the course of the hearing, "although in its discretion it may do so." The Court explained:

In sum, we think that there are no established criteria by which a choice between the applicants must be made. In this respect, a comparative determination differs from the determination of each applicant's qualifications for a permit. A choice can properly be made upon those differences advanced by the parties as reasons for the choice.

To illustrate, if neither applicant presents as a material factor the relative financial resources of himself and his adversary, the Commission need not require testimony upon the point or make a finding in respect to it, beyond the requisite ability for bare qualification. It may assume that there is no material difference between the applicants upon that point.

If the choice is not between two applicants alone, but also between communities, then "still further considerations are involved," the Court said in the Easton case. Thus there may have to be "a determination of the relative needs of the communities for more service and the relative abilities of the applicants to meet the greater need."

AWB DIST. 1

4th Annual Meet May 13-14

FOURTH annual convention of District 1, Assn. of Women Broadcasters, will be held in Boston May 13-14.

At the opening session at the Copley Plaza Hotel, the New England women delegates will hear Mrs. Benjamin A. Riggs, personnel director of Porteous, Mitchell & Braun, Portland, Me., describe the successful methods employed by her department store in a talk, "A Sponsor Endorses Radio."

A cocktail party and dinner will follow the program panel. The dinner, featuring a skit on "Mike and His Women," will include a welcoming address by A. N. Armstrong Jr., commercial manager of WCOP Boston and District 1 AWB counselor, and greetings from Paul Morency, general manager of WTIC Hartford.

Principal speakers at the dinner meeting will be Craig Lawrence, general manager of WCOP, discussing "Women in Radio," and Frances Farmer Wilder, vice president and director of Social Research Inc., on "Social Research and Radio."

The Saturday morning sessions will be transferred to WEEI Boston, where the women broadcasters will attend an early-morning broadcast of the station's *Beantown Varieties*. A business meeting will be held at which Pat Griffith, NAB director of women's activities and AWB executive secretary, will explain the new NAB-AWB set-up.

The convention will close with a panel discussion on "Women on Both Sides of the Microphone" by Herbert Krueger, commercial manager of WTAG Worcester; Sally Larkin, vice president of H. B. Humphrey agency; Nona Kirby, regional sales manager of WLAW Lawrence, and Julie Blake of WMUR Manchester.

Fay Clark, WBIS Bristol, Conn., and AWB District 1 chairman, will preside.

• LEADERSHIP IS EARNED • LEADERSHIP IS EARI

$81,238.00

WORTH OF PROMOTION

FREE to WSYR and NBC Advertisers in 1948

That's what the bill would total at regular rates for WSYR's program promotion last year in

Daily Newspaper Advertising
Spot Announcements
Station-Break Tag Lines
Window Displays • Mailings to Dealers
Preparation of Publicity
Outdoor Displays

WSYR SYRACUSE 570 kc – 5000 watts
NBC Affiliate in Central New York

Headley-Reed, National Representatives

ED • LEADERSHIP IS EARNED • LEADERSHIP IS E

NABET Talks

(Continued from page 25)

hours. Meal times thus became a right, it was said; severance pay was increased and senority was said to be strengthened by permitting the union arbitration on layoffs for whatever cause.

Progress of the negotiations was being communicated to NABET members throughout the country by TWX and telephone, it was said. Involved are about 650 at NBC, 250 at ABC, and 115 at WOR and WOIC. For each network, separate contracts for engineers, sound effects men and communication traffe engineers are being negotiated.

Back to the NABET negotiators in New York came replies from NABET offices across the country. It was said that "the Grass Roots" could not understand company arguments that no pay increases were possible. The negotiators were asked how this stand jibed with RCA reports it had its best year in history in 1948 and that its earnings in the first quarter of 1949 were running high.

NABET officers said they were making no effort to persuade members as to the course of conduct they should follow. It was said that the negotiators felt it was enough to send factual bulletins on the developments. The negotiators admitted they were sensitive to "the rumbling" from the membership, who would in the last analysis, decide policy. The memberships, by mail referendum, already have authorized a strike if negotiations are unproductive.

Albert C. Rider

ALBERT C. RIDER, 76, educational director of WPRO Providence, R. I., and director of public relations and radio advertising for Cherry & Webb Co., WPRO owner and department store operator, died at his home in Providence April 29. For 19 years previous to joining Cherry & Webb, Mr. Rider was a reporter, special writer and secretary to the editor of the now defunct *Providence Tribune*. He is survived by his wife, the former Edna M. Hanson, and four children.

CBS ENGINEERS

Contract Talks to Start

NEGOTIATIONS for approximately 500 CBS engineers across the country will begin next Monday (May 16) in New York between representatives of the network and the International Brotherhood of Electrical Workers (AFL).

In advance of the meeting date, IBEW already has sent the network a series of proposals which, it was learned, include wage increases of as much as $35 weekly in some categories.

The network has parried with counter-proposals, but is understood to be standing pat on wage questions.

The IBEW simultaneously will bargain for four groups—for engineer-technicians, for machinist-technicians in CBS laboratories, for draftsmen doing television layouts, and for sound effects men.

Covered will be engineers in CBS installations in San Francisco, Hollywood, Chicago, St. Louis, Minneapolis, Boston and New York. In the latter city alone about 300 are said to be involved.

Meanwhile, IBEW's Local 1212 in New York announced that it has completed wage negotiations for engineers employed by Columbia Records Inc., a CBS subsidiary, accepting a $5 a week raise for staff men, who will now get $132.50, and for supervisors, who will now be paid $158.00.

Charles Calame, business agent of the local, said that the one-year contract can be terminated by either party on seven days' notice. Covered by the agreement are engineers in Columbia Records offices in New York, Chicago and Hollywood.

WNLK Progress

WNLK Norwalk, Conn., has begun work on its second tower installation, which is required for night broadcasting. The structure, to be completed around July 1, is to directionalize WNLK's signal.

Pacific Northwest Kilowatt For Sale $150,000.00

This fulltime kilowatter is located in a major market in the Pacific Northwest and has had an unbroken record of high earnings for the last ten years. It is priced to be sold immediately. Station is well equipped with studios, offices and transmitter all in one building. Real opportunity. Price $150,000.00. Terms.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON D. C.	DALLAS	SAN FRANCISCO
James W. Blackburn	Philip D. Jackson	Ray V. Hamilton
Washington Bldg.	Tower Petroleum Bldg.	Russ Bldg.
Sterling 4341-2	Central 1177	Exbrook 2-5672

NUNN AIDS W&L

Gift Starts Radio Courses

PRACTICAL classroom training in broadcasting techniques is being added to an expanded curriculum at the Lee Memorial Journalism Foundation, Washington and Lee U., Lexington Va. Expansion was made possible by a gift from Gilmore Nunn, head of the Nunn radio stations—WLAP Lexington, Ky.; KFDA Amarillo, Tex.; WBIR Knoxville, Tenn.; WCMI Ashland, Ky.; WMOB Mobile, Ala.

Mr. Nunn

Mr. Nunn, a W&L journalism graduate in the class of 1931, established a fund from which the foundation purchased modern tape recording equipment, amplifers, microphones and other studio essentials. Charles O. Voigt Jr., W&L professor of journalism, is conducting radio news-writing classes in cooperation with WREL Lexington, Va. Other types of programs will be added later. Radio practice is supplemented by classroom appearances of practicing radio experts. Ted Koop, Washington director of news and public affairs for CBS, was a recent lecturer.

Coy Approached

(Continued from page 23)

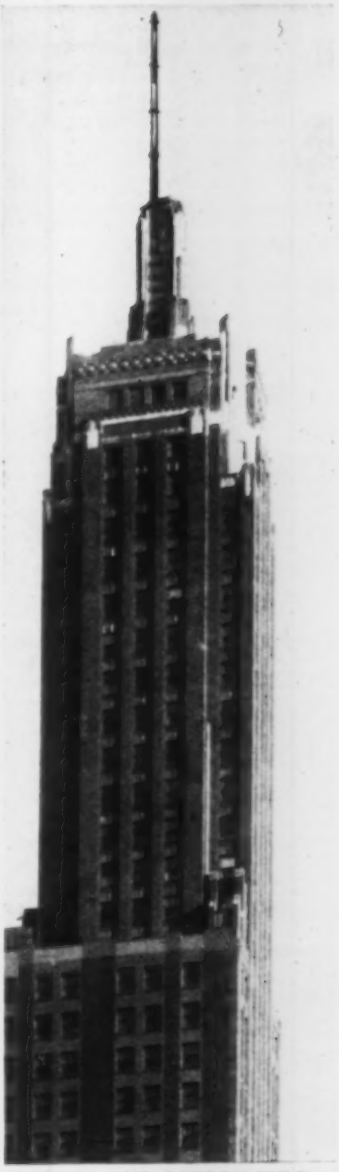
repeatedly proposed. He feels that the television broadcasters and manufacturers can put their best foot forward only through an organization exclusively devoted to espousal of the visual cause.

The TBA board, at its meeting April 29, was understood to have been virtually unanimous in its view that it would be desirable to have a personage of the caliber of Mr. Coy as its directing head. Rather than a sprawling organization covering all phases of trade association activity, the TBA organization contemplates a smaller staff surrounding its president, probably comprising mainly an attorney and an engineer.

While Mr. Coy has denied reports that he will leave the FCC at any certain date, those close to him feel that he would be disposed to consider cessation of government service after the FCC has completed major policy projects now before it. These include the clear channel decision, now regarded as immediately forthcoming, and lifting of the TV freeze on new construction, with the concomitant action of establishing rules for opening of the UHF band for television. The latter determination is not expected prior to August, after which customary hearings and arguments normally would be in order.

It is also known that at least two other organizations have discussed possible associations with Mr. Coy. No firm proposals, however, have been made, since Mr. Coy has not felt himself a free agent up to this time.

THE SKY IS THE LIMIT



CARBIDE AND CARBON BLDG.—CHICAGO

COMPLETE erection of 5 tons of supporting steel and FM antenna—600 feet above street level.

ERECTION OF FM AND TV ANTENNAS AND TOWERS

B D N

STEEL ERECTING CO.

82 W. WASHINGTON ST.

Phone: FInancial 6-3496

CHICAGO 2, ILLINOIS

FCC SALE RULE

Proposed Change Scored

A CHORUS of protests was directed last week against FCC's proposed new application-advertising and cutoff procedures [BROADCASTING, Feb. 28], charging they are complex and ambiguous and would waste more time than they would save.

In nine petitions and letters received at the May 4 deadline for comments, there was none endorsing the Commission's proposals fully. In three filed previously the plan got full endorsement only from Frank U. Fletcher, Washington radio attorney and half owner of WARL Arlington, Va. [BROADCASTING, April 18].

Main target of attack was the proposal to require local advertising of all major broadcast applications. The principle of cutoff dates for mutually exclusive applications was generally endorsed, though it was thought the 90-day waiting period proposed by FCC in such cases is far too long.

There was no rigorous objection to the Commission's plan to eliminate competitive bidding on stations that are up for sale. But the idea of competitive bidding was defended by one group of stations who denied that the Avco Rule on station transfers has failed.

In comments prepared by former FCC Chairman Paul A. Porter and his colleagues in the Washington law firm of Arnold, Fortas & Porter, ABC maintained that "the proposed revision appears in general to increase rather than to reduce the administrative burden. Complexity and ambiguity seem to have been achieved instead of simplicity and an understandable plan."

ABC asked the Commission to issue a statement showing what its proposals are driving at, so they can be understood and properly appraised.

The network felt the advertising requirement would serve no useful purpose. It supported the "apparent purpose" of cutoff dates but thought the present rule—which prohibits mutually exclusive applications unless filed within 20 days before the hearing on the application with which they conflict—is more reasonable than FCC's proposed allowance of 90 days from advertisement of the first application.

The Federal Communications Bar Assn. suggested a cutoff period extending for 20 days after the original application is set for hearing. It opposed the advertising requirement as one that would be "an invitation to the curious, the envious and the meddlesome, creating unnecessary burdens on the proper activities of the applicant." The public has ample opportunity to register complaints against broadcasters without having to be invited to do so via advertisements, the bar group said.

FCBA's comments, involving a detailed analysis of the Commissions' proposal, were prepared by a committee headed by Leonard H. Marks and including Percy Russell, Ralph L. Walker and Charles E. Thompson. The brief was filed by FCBA President Guilford S. Jameson.

A group of stations represented by Haley, McKenna & Wilkinson thought the proposal would be a "dismal failure" if designed to expedite FCC work, but would "succeed admirably" if its purpose is to "superimpose more bureaucracy and red tape" on broadcasters and applicants.

They defended the competitive bidding principle of the Avco Rule on station sales but opposed the projected advertising requirement and considered the cutoff provisions "too complex and too involved."

The group is composed of KCMO Kansas City; KVOS Bellingham, Wash.; KMA Shenandoah, Iowa; KXRO Aberdeen, Wash.; WABF (FM) New York, and Lake Broadcasting Co., Gary, Ind.

NAB endorsed the repeal of the Avco Rule but asked FCC to take no action on the rest of its plan. It asked that the cutoff proposal be set down for hearing in a separate proceeding. The brief was filed by Don Petty, Vail Pischke and Richard Jencks, NAB attorneys.

Neither NBC nor CBS could see any benefit to be derived from the advertising proposal.

"The operator of a broadcasting station is on trial before the public each day," NBC said in brief by General Counsel Gustav B. Margraf and Attorneys Robert G. Zeller and James F. E. Greeley. "When the public is dissatisfied, either the broadcaster or the Commission soon hears about it."

Julius F. Brauner, CBS general attorney, felt the cutoff principle is "sound" but that 30 days from the time an application is accepted for filing would be a more reasonable waiting period than the 90 days proposed by the Commission.

Stephen Tuhy Jr., counsel for WGTL Kannapolis, N. C., and other stations, said his clients "strongly protest" the advertising plan and "bitterly resent" the proposal that applications be posted locally for home-town inspection. The latter provision, he said, would give "competitors and purely curiosity seekers" access to financial and similar data.

George S. Smith, a member of the executive committee of FCBA, filed a separate statement "in complete agreement" with the FCBA position and offering tabulations showing actual experience on time-lags involved in competitive cases.

William E. Benns Jr., secretary of WVOK Birmingham, told FCC he supported all of its proposal except provisions relating to advertising and renewal applications.

NARBA Proposals

FCC's REVISED proposals for changes in the North American Regional Broadcasting Agreement, drawn up following lengthy FCC-industry studies and conferences [BROADCASTING, Dec. 13, 1948, April 25], were sent to the State Dept. last week. Pending FCC's decision on the clear-channel case, they contain no references to specific channel uses, and like the last NARBA they contain nothing requiring or prohibiting power above 50 kw on clear channels.

Get More Recording For Your Money

BY THE SENSATIONAL NEW

COLUMBIA

LP MICROGROOVE METHOD

Savings Like This!

★ Substantially Lower Cost Per Record

★ More Program Time Per 12" Disc Than On Present 16" Record

12" Record Plays 20 Minutes, each side—10" Plays 13 Minutes, each side.

Full Columbia Transcription Quality Maintained Throughout.

WRITE, CALL OR WIRE FOR FULL DETAILS!

Columbia Transcriptions

A Division of Columbia Records, Inc.

Trade Marks "Columbia" and Reg. U. S. Pat. Off. Marcas Registradas Trade Mark

Los Angeles: 8723 Alden Drive, Bradshaw 2-5411

New York: 799 Seventh Avenue, Circle 5-7300

Chicago: Wrigley Building, 410 North Michigan Ave., Whitehall 6000

WAAT SUED

By Jersey City Mayor As Election Nears

WAAT Newark and "Freedom" ticket candidates for mayor and commissioners of Jersey City are being sued for $2,800,000 in a libel and slander action filed Wednesday in the New Jersey Superior Court in Trenton by Jersey City's Mayor Frank Hague Eggers and deputy Mayor John F. Malone. Election is to be held tomorrow (May 10).

Basis for the suit is a political speech broadcast on WAAT last Monday by James F. Murray Sr., candidate for commissioner on the "Freedom" ticket headed by John V. Kenny, candidate for mayor. One alleged statement to which Mayor Eggers, who succeeded his uncle, Frank Hague, to that office, and Deputy Mayor Malone objected was: "Mr. Hague surely has a short memory. He has been accused and proven guilty by public opinion, of ballot stuffing, ballot thievery, shakedown, kickbacks and municipal graft and corruption, and I accuse him of being the protector of gamblers and underworld characters."

Mayor Eggers and Deputy Mayor Malone seek $2 million damages from Mr. Kenny, Mr. Murray and three other "Freedom" candidates for commissioner, Louis A. Messano, Donald Spence and Charles Witkowski. An additional $800,000 is asked of WAAT for disseminating the alleged libelous and slanderous remarks. The plaintiffs also have filed charges against WAAT with the FCC.

Irving Rosenhaus, president and general manager of WAAT, said he was familiar with the difference of opinion between the FCC and the special House committee which criticized the FCC for its Port Huron decision. He felt accountable to the FCC, Mr. Rosenhaus added, and relied entirely on the Port Huron case. Being unsuccessful in his effort to persuade the speaker to revise his text, he accepted it because he has to answer to the FCC. The commission told him to take it in light of the Port Huron case, he explained.

RCA Report

(Continued from page 30)

however, that despite the bright first quarter report, 1949 "will be a more difficult year than 1948."

The switch to a buyer's market and the impact of television on the corporation's broadcasting operations impose "no easy task during this conversion period," he said.

Consolidated gross income of RCA in the first quarter of 1949 was $92,327,827. It was $88,053,297 in the same period last year. Net profit in the first three months of 1949, after provision for federal income taxes, was $5,932,083, compared with $5,764,498 in the same period last year. Earnings per common share in the 1949 quarter were 37.1 cents, compared with 35.8 cents in the same period of 1948.

Gen. Sarnoff saw a bright outlook for television in 1949. He said the television industry "is one of the safeguards against a serious economic recession, for it promises to be a vital factor in the nation's economy."

Color Still Years Away

In a question period following his address, Gen. Sarnoff was asked to comment on the development of color television. He said he had predicted two years ago that the inauguration of color television service was five years away, which would make it three years from now.

"If I were making a prediction today," he said, "I would say it would be more than three years before we had color television service." Engineers, he explained, still were not sure of the characteristics of radio waves in the ultra high frequencies where color transmission was destined to reside.

Stockholders were given demonstrations of RCA Victor's new 45-rpm records and record players, late model television sets and its new theatre-size television system.

Four directors of RCA whose terms had expired were re-elected to the board. They were John T. Cahill, Gano Dunn, Edward F. McGrady and Edward J. Nally.

ROY THOMPSON

WRTA

25 years of radio experience and personal participation in his community's projects and services have made Roy Thompson a household word in industrially-rich Altoona. WRTA, the Roy Thompson Station, will assure you a loyal, buying audience throughout the listening hours.

ABC 1240 KC

Altoona, Pa.

Represented by
ROBERT MEEKER ASSOCIATES

GARDNER AGAIN

To Handle Service Accounts

FOR the second consecutive year, Gardner Advertising Co., St. Louis, has been awarded the advertising contract for recruiting and personnel procurement for the U. S. Army and Air Force branches. The two services made the joint announcement last Wednesday.

Gardner was one of four agencies which made presentations to a board designated by the two department secretaries. Others were Ruthrauff & Ryan, N. W. Ayer & Son and The Caples Co. [BROADCASTING, May 2]. Contract covers the fiscal year 1949-1950.

The two services said the amount is contingent on Congressional action on the 1950 budget, still pending; and whether Coast Guard and Navy budgets will be incorporated. The overall media appropriation is placed at roughly $2,300,000 with about $1,800,000 set aside for the national campaign, it is estimated. Total for 1948-49 is about $5 million, with about four-fifths allotted nationally. Radio is expected to get a fair share of all appropriations.

WBT PROMOTIONS

For Tredwell, Jorgenson

Mr. Jorgenson

Mr. Tredwell

PROMOTIONS for two WBT Charlotte staffers were announced by Charles Crutchfield, general manager of the station, last week.

Ken Tredwell, assistant program director, has been named WBT WBT-FM program director, and Wally Jorgenson of the sales department has been promoted to local sales manager. He will report to Keith Byerly, general sales manager. John McCann Jr. has been assigned to the sales department to work with Mr. Jorgenson.

Mr. Tredwell joined WBT in the spring of 1947 as production manager and was made assistant program director Jan. 1, 1948. Mr. Jorgenson has been with the sales department since June 1948.

Puerto Rican Ad Assn.

SAN JUAN, P.R., office of McCann-Erickson, under direction of Sherwin Helms, has instigated the formation of a Puerto Rican advertising association. Entitled "Asociacion Publicitaria de Puerto Rico," it is composed of agencies and commercial firm representatives on the island. Alberto Pillado, assistant manager of McCann's San Juan branch, was elected president at the first meeting.

Management

JOSEPH A. JENKINS has been appointed manager of WNBK (TV) Cleveland. He succeeds CHARLES C. BEVIS Jr., who has been appointed director of NBC owned and operated TV stations, with headquarters in New York [BROADCASTING, May 2].

R. MAIN MORRIS, commercial manager of KLZ Denver, has been promoted to assistant manager. He will continue to serve as commercial manager. Mr. Morris joined KLZ's sales staff in 1942, and was named commercial manager in 1947.

Mr. Morris

A. E. MICKEL has joined WHHT Durham, N. C., as general manager. Mr. Mickel has been active in broadcasting since 1924.

WILLIAM J. HALL has been appointed station manager of WKRT AM and FM Cortland, N. Y. He has been with station since its inception in 1947, serving as program director and as assistant manager since August 1948.

MYRON COY has been appointed assistant manager and sales manager of WBYS AM and FM Canton, Ohio. KENNETH SCHLEIFER has been appointed program director.

E. J. (Mike) HUBER has been promoted from commercial to general manager of KTRI Sioux City, Iowa. He succeeds DIETRICK DIRKE, who has sold his interest in station. Mr. Huber has worked as general manager of WGIL Galesburg, Ill.; partner in Schoenfeld, Huber & Green Agency, Chicago, and advertising and sales promotion manager of ABC. He was assistant advertising manager of Kellogg Co.

ALPHONSE QUIMET, assistant chief engineer of Canadian Broadcasting Corp., has been appointed coordinator of television for CBC.

LOREN B. STONE, general manager of KIRO Seattle, has been appointed to Washington State Adv. Advisory Committee by Gov. Arthur B. Langlie.

New Lewis Sponsors

WITH signing of 32 additional sponsors in the past three weeks for the Fulton Lewis, jr. cooperative program (MBS, Mon.-Fri., 7-7:15 p.m.), the Washington commentator's advertisers now total 750 on the 306 Mutual stations carrying the program. The number is said to be the highest for any cooperatively sponsored show on any network, and the program, which started in 1937, is reported to be the first of its type to have been introduced on a network basis.

THE PULSE Inc. has announced that its Chicago television sample will be increased to 150 television homes for each day studied. Increase in Chicago from the present 100-home sample to 150 is effective with May report.

Yes KFYR

550 KC 5000 WATTS
NBC AFFILIATE
BISMARCK, NO. DAKOTA

comes in loud and clear in a larger area than any other station in the U. S. A.*

*ASK ANY JOHN BLAIR MAN TO PROVE IT

First!
• ON THE DIAL
• IN LISTENING
• IN NETWORK
WSJS
LEADS
DAY AND NIGHT
IN
NORTH CAROLINA'S
RICH TRI-CITY
MARKET
• WINSTON-SALEM
• GREENSBORO
• HIGH POINT
WRITE FOR OUR BMB FOLDER
WSJS
AM WINSTON-SALEM FM
THE JOURNAL-SENTINEL STATIONS
NBC
AFFILIATE
Represented by
HEADLEY-REED COMPANY

NETWORK BOXSCORE

Number of commercials on the four nationwide networks, March 31 285
Number of network commercials starting during April 5
Number of network commercials ending during April 12
Number of commercials on the four nationwide networks, April 30 278

April Additions

SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
P. Lorillard Co.	Stop the Music	ABC	Sun. 8-8:15 p.m.	Lennen & Mitchell Inc.
International Harvester Co.	Harvest of Stars	NBC	Sun. 5:30-6 p.m.	McCann-Erickson Inc.
Albers Milling	Elmo Peterson	NBC	Wed.-Thurs.-Fri. 5:45-6 p.m. (PST)	Erwin Wasey
Red Cross Brand Foods	Take A Break	MBS	Sat. 10:45-11 a.m.	Brooks & Co.
U.S. Tobacco Co.	Man Next Door	MBS	Sat. 8:30-9 p.m.	Kudner Agency

April Cancellations

Dr. Posner's Scientific Shoes for Children	Big 'n' Little Club	ABC	Sat. 12:30-1 p.m.	Hirshon-Garfield
Wm. H. Wise & Co.	Get More Out of Life	ABC	Mon.-Wed.-Fri. 10:45-11 a.m.	Thwing & Altman Inc.
Mars, Inc	Dr. I. Q., Jr.	NBC	Sat. 5:30-6 p.m.	Grant Adv.
Standard Brands	One Man's Family	NBC	Sun. 3:30-4 p.m.	J. Walter Thompson Co.
Swift & Co.	Meet the Meeks	NBC	Sat. 11-11:30 a.m.	J. Walter Thompson
Amer. Bird Products	American Radio Warblers	MBS	Sun. 1:30 1:45 p.m.	Weston-Barnett
Piedmont Shirt Co.	William Shirer	MBS	Sun. 1-1:15 p.m.	Wm. Weintraub
Shotwell Mfg. Co.	True or False	MBS	Sat. 5:30-6 p.m.	Wade Advertising
Standard Oil Co. of New Jersey	N. Y. Philharmonic	CBS	Sun. 3-4:30 p.m.	Marschalk & Pratt
Wm. A. Wise Co.	How to Get More Out of Life	CBS	Sun. 11:05-11:15 a.m.	Thwing & Altman
Wm. A. Wise Co.	How to Get More Out of Life	CBS	Sat. 2-2:15 p.m.	Thwing & Altman
Wm. A. Wise Co.	Handy Man	CBS	Sat. 2:15-2:30 p.m.	Thwing & Altman

April One-Timers

Hudson Motor Co.	Anniversary Program	MBS	April 18, 3-3:30 p.m.	BSF&D

ENGINEERS
To Hold Ga. Meet May 23

A THREE-DAY Broadcast Engineers Conference will be held under joint sponsorship of the Georgia Assn. of Broadcasters, the Atlanta section of Institute of Radio Engineers and the Georgia Institute of Technology beginning May 23 in Atlanta.

Purpose of the conference, scheduled for the Biltmore Hotel, is to present new technical developments and information in radio broadcasting, according to Ben Akerman, chief engineer at WGST Atlanta, general chairman. Manufacturers are expected to display equipment of interest to broadcasters during the meet.

Program will consist of about 20 technical papers, to include the following topics: studio design; AM-FM-TV test equipment; economics of transmitter, television and FM coverage; microwave relays; recording and playbacks, and new tube and components developments. R. L. Holbrook, assistant chief engineer of WSB (AM-FM-TV) Atlanta, who is in charge of arrangements, and Henry I. Metz, president of IRE's Georgia chapter, are other committee chairman.

March Tube Output

SALES of radio receiving tubes in March by Radio Mfrs. Assn. member manufacturers totaled 14,505,349 compared to 12,643,788 in February and 18,208,842 in March a year ago. March sales for new sets totaled 9,847,090, with 3,420,843 replacements, 1,143,855 exports and 93,561 for government agencies. First quarter sales in 1949 totaled 40,658,043 compared to 51,311,230 a year ago.

Bolt Strikes WEAM

WEAM Arlington, Va. was silenced for one hour last Monday night when lightning struck directional equipment at Minor Hill, East Falls Church, Va. The voltage surge from the power line burned out a transmitter control relay, according to Howard Stanley, general manager.

COY
Stresses Listeners' Role

THE PUBLIC must look to broadcasters rather than to federal regulation for its standard of radio service and the preservation of frequencies as a "cherished" national resource, FCC Chairman Wayne Coy told a CBS radio audience May 1. He spoke from WTOP Washington studios during intermission in the New York Philharmonic Symphony Orchestra broadcast.

Pointing out that "people spend more time listening to radio than doing anything else except sleeping and working," the FCC chairman noted their preferences for a variety of radio programs, and said all are "entitled to expect that radio will fill their needs . . ." Specifically he mentioned quiz shows, great music and comedy programs.

Broadcasters "hold in trust your interest in radio frequencies," he told listeners. ". . . They know that they must meet the needs of America. They know that the needs of America are dynamic. And the support given American radio by the people is assurance that by and large they have met those needs."

Chairman Coy concluded that if radio stations are not the "voice" of America, their State and their community, "they have not fulfilled their promise to serve the public interest. They must serve you. They do."

He paid tribute to CBS for its 19-year schedule of Philharmonic broadcasts and to Standard Oil (of N. J.), sponsor, for "high standards in its commercial announcements."

Advertisement

FIVE POLIO PRECAUTIONS ARE LISTED FOR PARENTS

Warning that the 1949 polio season is "just around the corner," the National Foundation for Infantile Paralysis today issued a list of precautionary measures to be observed by those in charge of children during the epidemic danger period which usually runs from May through October, reaching its peak during the hot, mid-summer months. The five easy-to-follow health rules for children are:

FIGHT INFANTILE PARALYSIS

1. Avoid crowds and places where close contact with other persons is likely.

2. Avoid over-fatigue caused by too active play or exercise, or irregular hours.

3. Avoid swimming in polluted water. Use only beaches or public pools declared safe by local health authorities.

4. Avoid sudden chilling. Remove wet shoes and clothing at once and keep extra blankets and heavier clothing handy for sudden weather changes.

5. Observe the golden rule of personal cleanliness. Keep food tightly covered and safe from flies or other insects. Garbage should be tightly covered and, if other disposal facilities are lacking, it should be buried or burned.

The National Foundation also listed the following symptoms of infantile paralysis: headache, nausea or upset stomach, muscle soreness or stiffness, and unexplained fever. Should polio strike in your family, call a doctor immediately. Early diagnosis and prompt treatment by qualified medical personnel often prevent serious crippling, the National Foundation pointed out.

The organization emphasized that fear and anxiety should be held to a minimum. A calm, confident attitude is conducive to health and recovery. Parents, it said, should remember that of all those stricken, 50 per cent or more recover completely, while another 25 per cent are left with only slight after effects.

If polio is actually diagnosed, contact the chapter of the National Foundation for Infantile Paralysis serving your community. The chapter will pay that part of the cost of care and treatment which patient or family cannot meet.

CUT OUT AND KEEP FOR REFERENCE

Programs

INTERESTING facts behind rise of new political personalities on national scene are being brought to *Sunoco 3-Star Extra* (NBC 6:45 p.m.) listeners by National Affairs Editor Ned Brooks in special once-a-week series. In addition to his regular nightly commentaries, Mr. Brooks each week makes a flying visit to a governor who is making a name for himself on the political scene. After chatting with the governor, Mr. Brooks gives a detailed analysis of what makes a political "comer" stand out in his field.

'Junior Hucksters'

NEW Monday feature on WLWD (TV) Dayton, Ohio, is *Junior Hucksters* program. Series offers business and economics students of Dayton-area colleges chance to sell merchandise on television and earn actual commissions. Scholarship offered by Home Store, sponsors of show, will go as grand award to student whose sales total is highest at end of program series. Four students are featured on each program, each being allowed three minute talk and demonstration on one article. All articles are of comparable cost.

Theatre Time

HALF-HOUR *On Stage* is being aired on WXRT (FM) Chicago in cooperation with *Chicago Stagebill*, theatrical program. Music and songs from legitimate productions, along with comment on plays and actors, comprise format. Narrator scans both current attractions in Chicago and coming events. *On Stage* is aired Saturdays, 6:30 to 7 p.m. CST.

American Folk Music

PROGRAM of old American folk songs and ballads is being aired by KMBC-KFRM Kansas City, Mo. Hiram Higsby sings songs, and in addition tells story and background of each of his selections. A recent request for a song, the tune which he knew, but not the words, netted Mr. Higsby several hundred copies of old song books and sheet music, including a book dating back to Civil War period.

'Teaching by Television'

WBAL-TV Baltimore April 23 inaugurated series of six experimental *Teaching by Television* programs to determine feasibility of television as part of general study courses of a city's school system. For six Fridays science students at Baltimore Polytechnic Institute will watch television experiments on electricity during their regular science class. Eugene B. Link and Dr. Phillip F. Gottling, members of Poly faculty, will demonstrate from WBAL-TV's studios from 2:05-2:30 p.m. Following their teaching, other instructors in classroom will elaborate on video lesson. Idea was conceived by Dr. David E. Weglein, public service counselor for WBAL and WBAL-TV, and has received support of Board of Superintendents of Baltimore schools.

'Know Your Schools'

LISTENERS' questions on any phase of public school operations are answered in new WTMJ Milwaukee public service feature, *Know Your Schools*. The *Milwaukee Journal* station, cooperating with the Milwaukee Public Schools, presents a group of panelists weekly (Mondays, 9:30 to 10 p.m.). Dr. William Lamers, assistant superintendent of schools, moderates. Members of panel include supervisors, principals and teachers, who are changed each week.

'Stories to Remember'

THIRTEEN *Stories to Remember* of tolerance and racial understanding are being presented as weekly public service on KFMV (FM) Los Angeles. Part of the "Lest We Forget" series produced by Institute for Democratic Education, the half-hour transcribed programs are being presented in cooperation with the Jewish Labor Committee and B'nai B'rith Anti-Defamation League. Included in the series are "The Outcasts" by B. J. Chute; "Rosika the Rose" by Claudia Cranston; "My Little Boy" by Carl Ewald.

Electrical Living

SPONSORSHIP of half-hour weekly cooking and home appliance demonstration program has been started on KDYL-TV Salt Lake City, by Utah Power & Light Co., making use of complete kitchen installed in KDYL's Television Playhouse. Using theme, "Better Living Electrically," Utah Power's home service director, Evelyn Hansen, presides over kitchen each Wednesday from 3-3:30 p.m., demonstrating proper use of electrical equipment in the home.

Indianapolis Classic

WFBM-TV Indianapolis, Ind., will telecast entire running of 500-mile Speedway Classic in that city May 30. Telecast will last five hours. Cameras will be placed in Paddock stands and atop grandstand on southwest turn. Fred Mullen and Gene Starbecker, who recently joined WFBM-TV as producer-directors, will supervise the telecast. WIBC Indianapolis will feed AM broadcast of race to MBS. Telecast was arranged through cooperation of MBS, WIBC and Indianapolis Motor Speedway.

Welcome Teensters

DOORS are open and it's time to dance at WPGH Pittsburgh's *Teen Canteen* of the air. *Teen Canteen* is aired daily, 4-4:30 p.m., from auditorium of local YMCA under sponsorship of Zeuger Milk Co., which installed a milk and soft drink bar for youngsters. Dancing is featured from 3:30 to 5 p.m., and program plan includes weekly talent shows. Bettelou Purvis conducts the show.

International Airport

A NEW drama series, *International Airport*, began over Philadelphia's WIP-MBS on April 27. Produced and directed by Hi Brown, programs feature an all-star cast of nationally known radio actors portraying fictional statesmen, captains of industry, movie stars and just plain people arriving at and departing from the "airport."

'Meet Your Match'

TOM MOORE, emcee of ABC's *Ladies Be Seated*, inaugurated *Meet Your Match*, audience participation quiz show, on WGN Chicago and the Mutual network 9:30 to 10 p.m. CDST. Show, to originate weekly in Chicago, awards $1,500 in merchandise prizes to contestants and $5,000 in merchandise to person answering the "super brain twister" question. MBS will carry it 8 to 8:30 p.m. CDST.

'Triple Crown'

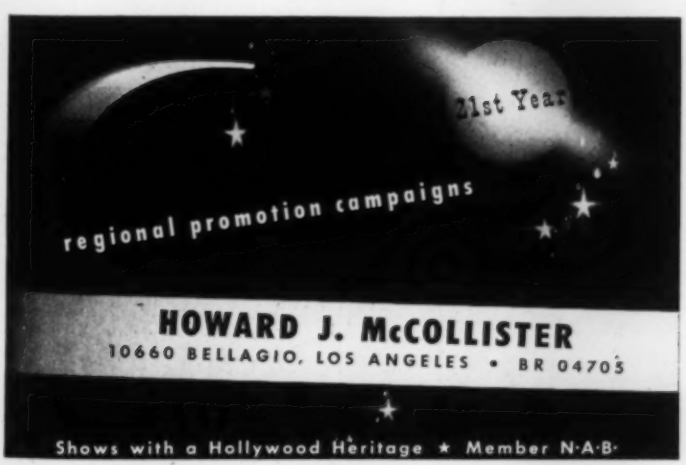
RACING's "Triple Crown"—the Kentucky Derby on May 7, Preakness on May 14 and Belmont Stakes on June 11—will be telecast in Washington by WOIC (TV). Derby was presented by film May 8, due to fact that cable connections have not been established to Kentucky. Other races will be telecast live. Gillette Safety Razor Co. is sponsoring all events.

'Baseball Scoreboard'

NEWEST show on WXYZ-TV Detroit is *Baseball Scoreboard*. Program features WXYZ's sports director, Don Wattrick, in resume of day's ball games. Sixteen different scoreboards are used, one for each game of day. Boards are superimposed during program to break monotony of "face-on" show. Cartoons of an umpire holding an umbrella are used whenever a game is rained out. News that a night game score is not complete is signaled by same umpire equipped with a lantern. John Pival produces and Pete Strand directs show. Program is sponsored, seven days weekly, by Ford Dealers of Detroit, through J. Walter Thompson Co., Detroit.

'Hoover Report'

WPAT Paterson, N. J., with permission of CBS, has transcribed network's series of discussions of the "Hoover Report." Series was rebroadcast May 2-7 from 7:30-7:45 p.m.


21st Year
regional promotion campaigns
HOWARD J. McCOLLISTER
10660 BELLAGIO, LOS ANGELES • BR 04703
Shows with a Hollywood Heritage ★ Member N·A·B·

Commercial

GEORGE HARTFORD has been appointed director of sales of WTOP AM and FM Washington. He has been acting director of sales since January, and has been associated in sales capacities with Bethesda (Md.) *Record*, *Washington* (D. C.) *Post*, and WINX Washington.

JOSEPH RUGGIERO, former sales manager of **Forjoe & Co.**, national representative firm, Eastern Div., has been appointed Eastern general manager. **JAMES R. CONNOR**, former sales manager of Chicago-Midwest Div., has been appointed general manager of that division.

THOMAS L. RILEY has been promoted to commercial manager of WKRT Cortland, N. Y. He joined station as account executive this year.

DUDLEY TICHENOR resigns as general and commercial manager of WNAO Raleigh, N. C., effective about June 1, to join national spot staff of WWL New Orleans.

Mr. Tichenor

JOSEPH W. STRAUSS, former salesman with Cyma-Tavannes, New York and Switzerland watch maker, has joined sales department of WHLI and WHLI-FM Hempstead, L. I., as account executive.

Mrs. Edna Cathcart
J. M. Mathes, Inc.
New York City

Dear Edny:

You city folks oughta come down an' see how ole WCHS does thin's in a big way! We're doublin' an everthin' down here! Fer one thin' when yuh uses WCHS y' reaches double th' number o' listners! Fer 'nother, we're doublin' our efforts ter please th' folks wot uses us! An' then we're doublin' our sports coverage by addin' 'nother fifteen minutes of sports at 11:15 at night since th' baseball season has got goin'! On top o' all o' that, our sports man, Ernie Saunders, has done gone an' had twins! Yessir, at WCHS we does thin's in a big way!

Yrs.
Algy

WCHS

Charleston, W. Va.

CKBL Matane, Que., has appointed **Joseph A. Hardy & Co.**, Toronto and Montreal, as exclusive representative.

ROY J. SPRINGER has been appointed commercial manager of WDVA Danville, Va. He has been with station's sales department for past several months, and was formerly with sales staff of WBBB Burlington, N. C.

NAMED BY NAB

Fox Heads AWB Committee

Miss Griffith

Miss Fox

FIRST appointments to NAB executive committees for the year were announced last week by Justin Miller, NAB president. The appointments are for the NAB Assn. of Women Broadcasters Executive Committee.

Judge Miller is working on a revision of membership for NAB executive committees, terms of all members having expired with the NAB Convention in Chicago last month.

The AWB committee's function is "to coordinate AWB plans and policies with those of the NAB," Judge Miller wrote in his letter of appointment. AWB became a full-fledged NAB department in April when the revised AWB constitution was adopted by the NAB board. This constitution had been adopted by overwhelming vote of the AWB membership. It provides that the NAB director of women's activities, Pat Griffith, serve as executive secretary.

Meeting of the new AWB committee will probably be called in the near future.

Named chairman of the committee was Katherine Fox, WLW Cincinnati. Other committee members are Marjorie Christopher, WQAM Miami; Martha Gaston, KFOX Long Beach, Calif.; Anne Hayes, KOMO Kansas City; Elinor Lee, WTOP Washington; Kaye Witmer, WKBO Harrisburg, Pa.; Sally Work, WBEN Buffalo.

Network advisers are Doris Corwith, NBC; Elinor Inman, CBS; Dorothy Kemble, MBS; Ruth Trexler, ABC.

Ex-officio members are Ruth Crane, WMAL Washington, AWB past president, and Linnea Nelson, chief timebuyer of J. Walter Thompson Co., New York, representing AWB associate members.

BOB MORGAN of WMBO Auburn, N. Y., was disc jockey award winner among more than 100 entries with his statement on "Why I Like to Spin Dennis Day's RCA Victor Recording 'Clancy Lowered the Boom'," an NBC program contest.

PROGRAM TYPES FOR BANKS

ABA Booklet Suggests Entertainment Shows

IN A BOOKLET, *Your Bank's Advertising*, distributed last week by the American Banking Assn., banks were advised to make full use of radio.

ABA suggests that banks employ local newscasts, variety programs featuring request musical numbers, or chatter programs in which poems and letters from local listeners are read.

ABA has prepared for sale to individual banks and local associations more than 50 transcriptions in two series for use on local stations. Prices range from $150 for one bank in a city under 20,000 population to $485 for four or more banks in a city of 60,000 population and over.

In a discussion of the principles of effective radio use by banks, the booklet declares that lack of continuity is the major criticism of bank advertising. The medium, ABA says, should be givein a fair time trial.

ABA advises against "lectures" and "education" in bank presentations, and tells banks to aim for entertainment, with programs prepared from a listener's point of view rather than from the bank's viewpoint. Radio experts should be consulted, the booklet warns. It also suggests short commercials, and messages that do not "talk down" to audiences.

A paragraph is also devoted to the popularity of spot announcements and the use of cooperative programs.

Banks are comparative newcomers to radio, ABA points out. In a survey the association made two years ago, it was disclosed that in ten years (1937-1947) the number of banks on the air had grown from 145 to more than 2,000.

PULSE SURVEYS

Away-From-Home Listening

SPECIAL survey conducted for WNEW New York by The Pulse Inc. has indicated a large listenership by people away from home. In response to the question, "Did you listen to the radio any place out of your home either today or last night after 7 p.m.?" 28.7% of those interviewed said yes.

Places where the away-from-home audience did its listening were: Automobiles, 38.7%; while visiting, 32.1%; at work, 26.5%; bars and restaurants, 9.8%; retail and service establishments, 7.3%; clubs and schools, 1.4%, and outdoors (portable radios) 1%. Claire Himmel, WNEW research director, said that away-from-home listening would increase with the approach of summer.

Information Sources

OVER 400 sources of information on radio and television are listed in a bibliography just issued by the Federal Security Agency's Office of Education. Radio and television guide was prepared by Gertrude Broderick, radio education specialist, under direction of Franklin Dunham, chief, Educational Uses of Radio. Bibliography gives summaries of published information on careers in radio, broadcasting techniques, script writing and radio education. Copies are available at 15¢ each from Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C.

SIX-PAGE article in the May 10 issue of *Look* Magazine concerns "Don McNeill, King of Corn." Written by Ben Wickersham, article covers all phases of format of ABC's *Breakfast Club*, which Mr. McNeill emcees.

APPLIANCE SALES

WOR Continues Promotion

WOR New York has decided to continue its promotion of household appliance sales into May, R. C. Maddux, station's vice president in charge of sales, announced last week.

The promotion, in which editorial comment on the value of appliances is integrated into all broadcasts over which the station has editorial control, has evinced considerable distributor interest, WOR reports. The gas appliance industry, not included in the early stages of the promotion, which started in April, has been added to the project.

Loewi Quits Exchange

MORTIMER W. LOEWI, director of the DuMont Television Network, sold his seat on the New York Stock Exchange for $47,000, the highest figure of the year, it was learned last week. Mr. Loewi has been a member of the Exchange since 1917.

JOS. WEED & CO.,

350 Madison Ave., New York,

Know About the

5000 WATT TRANSMITTER

Now in Use at

CHNS

HALIFAX NOVA SCOTIA

The Maritimes

BUSIEST

Commercial Station

AD COUNCIL

Promotes Democracy, Clubs Told

WORK of the Advertising Council in using advertising techniques to promote democratic ideals has "forged a new weapon in the arsenal of democracy," A. D. (Jess) Willard Jr., NAB executive vice president, told a joint luncheon May 4 of the Chicago Radio Management Club and Federated Advertising Club.

Mr Willard was introduced by William A. McGuineas, commercial manager of WGN Chicago and president of the Radio Management Club. He also presented persons at the speakers table—James Stirton, general manager of ABC's Central Division and president of the Chicago Television Council; Walter Schwimmer, of Schwimmer & Scott, president of radio features; Wesley Nunn, advertising manager of Standard Oil of Indiana; Walter Wade, executive vice president of Wade Advertising; William White, division vice president of Wieboldt's and president of the Federated Advertising Club; Melvin Brorby, executive vice president of Needham, Louis & Brorby; Reuben Richmond, advertising manager of Goldblatt's, and Mrs. L. S. Schwartz, Chicago representative of Advertising Council.

A tape recording of Mr. Willard's address was broadcast on WGN Wednesday night.

The formula for meeting the problems of democracy was found during the war, Mr. Willard said, when it was discovered that advertising techniques could give people the will to work, fight and win. It had become apparent that news broadcasts, commentators, news columns, editorials and magazines, and propaganda weren't enough, he said.

"Only the profession of advertising had learned to repeatedly hammer messages home and still hold audience and interest," he continued. "Only the profession of advertising had learned the techniques of appealing to the conscious and the subconscious over and over and over again—from every imaginable psychological approach."

Today, he warned, "there is ample and increasing evidence of a disconcerting lack of understanding of the very function of advertising by our people." He ascribed this to lack of knowledge, to sincere but misguided motives of economic reform and to coldly calculated and carefully propagandized efforts to undermine "our individual, political and economic heritage.

The current fad in important educational and governmental circles, he said, is "to disassociate all advertising matter from the public interest concept. He cited a bill in Congress designed to increase postal revenues from second-class mailings. This bill, he explained, "would withhold that privilege entirely from publications which exceed stipulated requirements concerning advertising content."

Another bill, he continued, would prevent business from using penny postcards for advertising purposes. And the FCC "Blue Book" sought to determine the public interest status of radio stations by the percentages of sustaining versus commercial program content, he recalled.

Mr. Willard told of a proposal of the Joint Army-Navy Audit Coordination Committee to disallow most advertising expense as a cost item in cost-plus contracts with the government. This was modified only after urgent appeal by media, he continued.

"It is almost beyond belief that a responsible group of Army, Navy and Air Force officers and their civilian advisers would need to be educated to the value of advertising, the spark plug of our American economic system," he said. "They simply forget that the great mass production industrial machine upon which they rely in time of war exists only because mass distribution, created by mass advertising, builds it in time of peace.

"They forget that the great mass media—radio, newspapers, magazines—upon which they depend to stimulate and activate the people to the supreme war effort, would shrivel up and die without advertising support; leaving only the grim alternative of a government subsidized radio and press—an alternative completely abhorrent to the American people in war or peace."

Mr. Willard added that the American economic system is the "only real barrier to Marxist domination in all the world."

Mass. Peabody Awards

CITATIONS for meritorious public service will be awarded to nine Massachusetts stations May 18 by the Massachusetts Committee, George Foster Peabody Awards for Radio, the committee announced last week. Presentations will be made at the committee's annual award dinner at the Hotel Statler, Boston. Citations are for outstanding locally originated broadcasts in the fields of drama, news, music, education, international relations and children's programs.

News

BRYSON RASH, director of special events for WMAL-ABC Washington; **HAZEL KENYON MARKEL**, program director of WTOP Washington, and **CARTER BARRON**, Eastern Div. manager of Loew's Theatres, were named to take charge of arrangements and entertainment for Washington's "I AM an American Day," May 15.

ROBERT HECKERT, noted writer, lecturer and news commentator, is presenting his new program, *Robert Heckert's Commentary*, on WFLN (FM) Philadelphia, Mon., Wed., and Fri.

DICK JOY, co-owner of KCMJ Palm Springs, Calif., has started as newscaster for six daily quarter-hour newscasts on CBS Northwest and Arizona stations.

BOB CASEY, WKRC Cincinnati morning news editor, has been named manager of Cincinnati Symphony Orchestra.

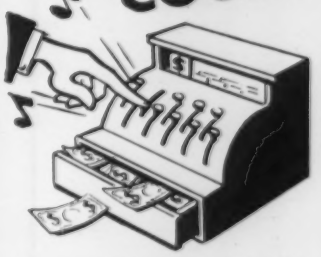
WALT HAGEN Jr., son of the famous professional golfer and amateur champion in his own right, is featured in Sunday evening sports show on WRNL Richmond, Va.

GEORGE A. GAGAN, managing editor of Lowell, Mass., *Sunday Telegram* and author of column "The Observer" in that paper, is airing his own news show, *Top O' The Morning*, on WLAW Lawrence, Mass.

ERNIE SAUNDERS, WCHS Charleston, W. Va., sportscaster, is the father of twin girls, Carolyn Lou and Marilyn Sue.

HAL NEWHOUSER, pitcher for Detroit Tigers, has been signed for weekly television show on WJBK-TV Detroit.

RESULTS COUNT



Twenty-seven years of solid growth in AM broadcasting is pretty good evidence that KDYL knows how to make those cash registers ring up sales for its advertisers.

Now—beginning its *second year* in telecasting, KDYL-TV has amply demonstrated the showmanship and leadership that gets phenomenal results for users of this newest medium.

KDYL
UTAH'S NBC STATION
AM-FM-TELEVISION

National Representative:
John Blair & Co.

for NETWORK CALIBRE PROGRAMS

... at local station cost

See your station representative or write

LANG-WORTH feature programs, inc.
113 W. 57th ST., NEW YORK 19, N. Y.

FOR RESULTS

—Over a million people in 79 counties of Georgia, South Carolina and Florida.

—3½ times more people than any other station in this market.

—A $557,206,000 retail sales area.

It's 630 in Savannah WSAV

630 kc.
5,000 watts
Full Time

Represented by Hollingbery

ACTIONS OF THE FCC

APRIL 29 TO MAY 5

CP-construction permit | **ant.-antenna** | **cond.-conditional**
DA-directional antenna | **D-day** | **LS-local sunset**
ERP-effective radiated power | **N-night** | **mod.-modification**
STL-studio-transmitter link | **aur.-aural** | **trans.-transmitter**
synch. amp.-synchronous amplifier | **vis.-visual** | **unl.-unlimited hours**
SSA-special service authorization | **CG-conditional grant**

April 29 Decisions . . .

BY COMMISSION EN BANC

Extension of License

WKTY LaCrosse, Wis.—Granted temporary extension of license to Sept. 1, pending receipt of requested information.

KVI Seattle, Wash.—Same.

WMCA New York.—Same.

License Renewal

KSFO San Francisco, Calif.—Granted renewal of license for regular period.

WMAL Washington, D. C.—Granted renewal of license for the period ending May 1, 1952.

WPIC Sharon, Pa.—Same.

Extension of License

W9XEK Louisville, Ky. — Granted temporary extension developmental broadcast station license to Sept. 1, pending further study of showings made by licensee of developmental operations.

W1XHR Cambridge, Mass.— Same.

W2XSP New York. — Same.

WMT Cedar Rapids, Iowa—Granted temporary extension of license to Sept. 1, pending receipt of requested information.

License Renewal

Granted renewal of licenses for period ending May 1, 1952: KLAC Los Angeles; KLZ Denver, Col.; WIAC San Juan, P. R.; WOOF Dothan, Ala.; WNAX and Aux. Yankton, S. D.; WTMJ Milwaukee, Wis.; WSYR and Aux. Syracuse, N. Y.; KECA and Aux.; Los Angeles; KFQD and Aux. Anchorage, Alaska; KGFX Pierre, S. D.; KLEE Houston, Tex.; KOH Reno, Nev.; KTSA San Antonio; WGTM Wilson, N. C.; WKAQ and Aux. San Juan, P. R.; WSAV and Aux. Savannah, Ga.; WSJS Winston-Salem, N. C.; WVLK Versailles, Ky.; WCAX Burlington, Vt.

Extension of License

WJBW New Orleans, La.—Upon petition granted extension temporary license for period of 30 days.

License Renewal

WMC Memphis, Tenn.—Granted renewal of license for regular period.

WREC Memphis, Tenn.—Granted renewal of license for regular period.

Extension of Licenses

Licenses of following stations were extended on temporary basis to Sept. 1, 1949: KNGS Hanford, Calif.; KFAR Fairbanks, Alaska; KENI Anchorage Alaska; KCSJ Pueblo, Col.; WIRC Hickory, N. C.; KFRC San Francisco; KVMA Magnolia, Ark.; WVNJ Newark, N. J.; KXXX Colby, Kan.; WCHS Charleston, W. Va.; WPDQ Jacksonville, Fla.; WROL and Aux. Knoxville, Tenn.; WQQW Washington, D. C.

License Renewal

Granted renewal of following developmental broadcast station licenses to May 1, 1950: W9XLZ Quincy, Ill.; W1OXF and W1OXR area New York City.

Extension of License

Granted temporary extensions of licenses of Westinghouse Radio Stations Inc. developmental broadcast stations W1OXWA, W1OXWB, W1OXWC, W1OXWD, W1OXWE and General Electric Co. developmental broadcast station W2XSO, to Sept. 1, 1949, pending study as to question of applicants' qualifications in light of decision of United States District Court of New Jersey, filed Jan. 19, 1949, in United States of America v. General Electric Co. et al., Civil Action No. 1364.

Petition Denied

KYOR San Diego, Calif. — Denied petition to waive publication requirements of sec. 1.321 with respect to assignment of license and permit of KYOR to San Diego Bcstg Co. [assignee], accepted present publication which applicants have instituted as requested by supplemental petition filed March 21, and determined that the 60-day period specified in sec. 1.321 will, therefore, be deemed to have started running as of March 19, the first date of publication.

Hearing Designated

WOBS Jacksonville, Fla.—Designated for hearing application for mod. CP to change hours of operation from D to unl., install DA for day and night use, specify studio location and extension of commencement and completion dates.

Extension of SSA

KFAR Fairbanks, Alaska—Granted extension of SSA to Sept. 1, 1949 to operate on 660 kc with 10 kw, unlimited time.

Hearing Designated

WEXT Milwaukee, Wis.—Designated for hearing application for change in facilities from 1430 kc 1 kw D to 910 kc 1 kw unl. DA in consolidated proceeding with application Metropolitan Bcstg. Co. of Milwaukee, Whitefish Bay, Wis. and Rock River Valley Bcstg. Co., Watertown, Wis. made WSUI Iowa City, Iowa, WLS Chicago, and WENR Chicago, parties to proceeding; amended previous order of designation for hearing of dockets 8202 and 8887 to include WEXT application.

Petition Denied

Bay State Bcstg. Corp. New Bedford, Mass.—Denied petition for reconsideration and grant without further hearing application for new station to operate on 1230 kc 100 w unl.

WBRE Wilkes-Barre, Pa.—Adopted memorandum opinion and order granting petition WBRE insofar as it requests clarification of issues in proceeding, denied petition insofar as it requests continuance of proceeding in Dockets 9131, 9132, 9133; ordered that issues in this proceeding heretofore specified in order of Aug. 19, 1948 are not intended to place in issue question of compliance with commission's rules and standards of good engineering practice of booster or synchronously operated amplifier trans. generally; further ordered that if, as result of this consolidated proceeding, it appears that were it not for the policy expressed in public notice Feb. 28, 1947 that applications for booster or synchronously operated amplifier trans. be held without action pending determination of certain overall questions of policy, public interest would be best served by a grant of application of WBRE, then such application shall be returned to pending file until after adoption of rules and standards relating to booster and synchronously operated amplifier trans.

Oral Argument Set

Scheduled for oral argument May 13, at 10 a.m. in Washington, D. C., matter of Amendment of Part 3 of commission's rules relating to special provisions for standard broadcast stations in Virgin Islands.

April 29 Applications . . .

ACCEPTED FOR FILING

AM—1390 kc

Camellia Bcstg. Co. Inc., Lafayette, La.—CP new AM station 1340 kc 250 w unl. AMENDED to request 1390 kc 500 w D.

Modification of CP

WHLD Niagara Falls—Mod. CP new AM station for change in frequency etc. for extension of completion date.

Transfer of Control

WWSO Springfield, Ohio—Transfer of control from Gus Sun, Phil Chakeres, Robert Shaw and Gus Sun Jr. to Bradley Kincaid, S. A. Cisler Jr. and Robert Shaw.

AM—1420 kc

Chester County Bcstg. Co., Coatesville, Pa.—CP new AM station 1420 kc 1 kw unl. AMENDED to request 1420 kc 1 kw D.

AM—740 kc

WNCA Aiken, S. C.—CP new AM station 1300 kc 1 kw D. AMENDED to request 740 kc 1 kw D.

AM—1430 kc

KSTB Breckenridge, Tex.—Mod. license to change from 1430 kc 500 w D to 1430 kc 1 kw D.

License for CP

KNAL Victoria, Tex.—License CP new AM station.

WDET-FM Detroit—License CP new FM station.

KMUW Wichita, Kan.—License CP new non commercial educational FM station.

TENDERED FOR FILING

Assignment of License

WAZF Yazoo City, Miss.—Assignment of license from B. J. Barrier Jr., H. T. Barrier and H. P. Holmes d/b as Yazoo Bcstg. Co. to WAZF Inc.

AM—960 kc

WHIT New Bern, N. C. — CP to change from 1450 kc 250 unl. to 960 kc 1 kw unl. DA-N.

SSA—1030 kc

KGA Spokane, Wash.—SSA 1030 kc 50 kw unl. DA-N for period ending not later than May 1, 1951.

AM DELETIONS

AM—1270 kc

KPSC Phoenix, Ariz. — DELETED April 29 CP new AM station 1270 kc 5 kw unl. DA-N.

AM—580 kc

KTSC Tucson, Ariz.—DELETED April 29 CP new AM station 580 kc 1 kw unl. DA-N.

AM—730 kc

WFAK Charleston, S. C.—DISMISSED April 29 CP to change from 730 kc 1 kw D to 600 kc 1 kw unl. DA-DN.

FM DELETIONS

WSYO Sylacauga, Ala. — DELETED April 27 CP new FM station for lack of prosecution.

WBKT Brockton, Mass.—Same.

WFRB Utica, N. Y.—Same.

May 3 Decisions . . .

ACTION ON MOTIONS

By Commissioner Hennock

KOA Denver, Col. and WHDH Boston, Mass.—Granted joint petition for continuance of hearing scheduled May 2, to May 25 at Washington.

Miami Bcstg. Co., Miami, Fla. — Granted petition for leave to amend TV application so as to make current the information relating to corporate organization, etc.

WABB Mobile Press Register Inc., Mobile, Ala., and Mosley Bros, Picayune, Miss.—Granted petition of Mobile Press Register to dismiss without prejudice its application, and application of Mosley Bros., was removed from the hearing docket on the Commission's own motion.

Crescent Bay Bcstg. Co., Santa Monica, Calif.—Granted petition for leave to amend application to show change in corporate structure organization, etc.

Greenwich Bcstg. Corp., Greenwich, Conn. — Granted petition for withdrawal of "Petition for elimination of issues and continuance of hearing", in re application.

WMAW Milwaukee, Wis.—Commission on its own motion continued hearing from May 16 to June 16 at Milwaukee in re license to cover CP and transfer of control of WMAW.

WENR Chicago — Granted petition of WENR for continuance of consolidated hearing presently scheduled for May 10, to July 6 at Washington.

WTPS New Orleans — Commission on own motion continued indefinitely, hearing scheduled for May 2 at Washington, pending action on petition for reconsideration and grant.

Cushing Bcstg. Co., Cushing, Okla., and Payne County Bcstrs. Cushing, Okla.—Granted joint petition to change place of hearing from Washington to Cushing, Okla.

Beacon Bcstg. Co. Inc., et al., Boston, Mass.—Commission on own motion continued indefinitely, consolidated hearing presently scheduled for May 23 at Boston, pending action on request for waiver of hearing.

Ukiah Bcstg Co., Ukiah, Calif., and Mendocino Bcstg. Co., Ukiah, Calif. — Granted [1] joint petition requesting leave to withdraw joinder in re petition to set place and date of hearing; [2] denied joint petition to set date and place for hearing to coincide with field hearings presently arranged for Calif. in June.

Rock River Valley Bcstg. Co., Watertown, Wis.—Referred to the full Commission petition for leave to amend application.

WFEC Miami, Fla.—Granted petition for continuance of hearing presently scheduled for April 28 to July 28 at Washington.

News Publishing Co., Rome, Ga. — Granted petition for continuance of hearing presently scheduled for April 27 to May 31, at Washington.

May 3 Applications . . .

ACCEPTED FOR FILING

License for CP

WSIP Paintsville, Ky.—License for CP new AM station.

AM—1300 kc

WCLA Baton Rouge, La.—CP change from 1220 kc 250 w D to 1300 kc 1 kw unl. DA-DN.

AM—1020 kc

KEYD Minneapolis—CP to change from 1440 kc 5 kw D to 1020 kc 10 kw D.

AM—910 kc

Piedmont Bcstg. Co., Greenville, S. C.—CP new AM station 890 kc 1 kw D. AMENDED to request 910 kc 1 kw unl. DA-DN.

Modification of CP

KTSA San Antonio—Mod. CP new AM station to increase power, etc. for extension of completion date.

(Continued on page 66)

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
STerling 3426

BEN ADLER
TELEVISION FACILITIES ENGINEERS
Specializing in Simplified Systems Design For Low Cost TV Operation
515 MADISON AVE. PLAZA 5-7358
N. Y. 20, N. Y.

5TH YEAR AS CANADA'S TOP 250 WATTER
Now 1000 WATTS CKNW
CALL FORJOE • In Canada, RADIO REPS

Member AFCCE*

CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 2414
Member AFCCE

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg. 1407 Pacific Ave.
Washington 4, D.C. Santa Cruz, Cal.
Member AFCCE

40 years of professional background
PAUL GODLEY CO.
Upper Montclair, N. J.
MOntclair 3-3000
Little Falls 4-1000
Labs: Great Notch, N. J.

GEORGE C. DAVIS
501-514 Munsey Bldg.—STerling 0111
Washington 4, D. C.
Member AFCCE

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26 Years' Experience in Radio Engineering
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HERBERT L. WILSON
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ANDREW CORPORATION
CONSULTING RADIO ENGINEERS
363 E. 75th St. TRiangle 4400
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Dixie B. McKey & Assoc.
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Washington 6, D. C.
REpublic 7236

WELDON & CARR
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CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W. REpublic 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
Member AFCCE

William E. Benns, Jr.
& ASSOCIATES
3738 Kanawha St., N. W.
ORdway 8071
Washington, D. C.

H. V. ANDERSON
AND ASSOCIATES
Consulting Radio Engineers
134 Clarence St., Phone 7-277
Lake Charles, La.

Philip Merryman & Associates
- Heatherdell Road
- ARDSLEY, N. Y.
- Dobbs Ferry 3-2373

RADIO CONSULTANTS

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NATHAN WILLIAMS
Allocation & Field Engineering
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A. R. Bitler
CONSULTING RADIO ENGINEERS
4125 Monroe Street
TOLEDO 6, OHIO
Telephones—Kingswood 7631, 9541

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820 13th St., N. W. EX. 8073
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GEORGE P. ADAIR
Radio Engineering Consultant
EXecutive 5851 1833 M STREET, N. W.
EXecutive 1230 WASHINGTON 6, D. C.

LEE E. BAKER
Consulting Radio Engineer
826-28 Landers Bldg.—Ph. 3621
SPRINGFIELD, MISSOURI

WALTER F. KEAN
CONSULTING RADIO ENGINEER
Telephone Riverside 2795
114 Northgate Road
Riverside, Illinois
(a Chicago suburb)

FCC Actions

(Continued from page 64)

Applications Cont.:

AM—930 kc

WSAZ Huntington, W. Va.—CP new AM station 930 kc 5 kw unl. AMENDED to request 930 kc 5 kw unl. DA-DN.

Modification of CP

KECA-FM Los Angeles — Mod. CP new FM station for extension of completion date.

WBGE-FM Atlanta, Ga.—Same.

WCAR-FM Pontiac, Mich.—Same.

WNAO-FM Raleigh, N. C.—Same.

WBIR-FM Knoxville, Tenn. — Mod. CP new FM station to change ERP to 2.84 kw. Change to Channel 227 (93.3 mc).

TV DELETION

Television Enterprises, Fort Worth, Tex.—DELETED April 28 CP for new commercial TV station.

May 4 Decisions . . .

BY THE SECRETARY

Licenses for remote pickup broadcast stations granted for period ending May 1, 1952: KA-3008, KA-3009, area, San Diego; KA-3010, KA-3011, KA-3012, KA-3013, KA-3014, KA-3015, KA-3016, KA-3017, area, Los Angeles; KA-3018, KA-3019, KA-3020, KA-3021, KA-3022, KA-3023, area, Washington, D. C.; KGA-302, Washington, D. C.; KA-3024, KA-3025, area, Washington, D. C.; KA-3087, KA-3026, KA-3027, KA-3028, KA-3029, area, San Francisco; KA-3030, area, Birmingham, Ala.; KA-3031, KA-3032, area, Salt Lake City; KA-3033, KA-3034, KA-3097, KA-3035, area, Syracuse, N. Y.; KA-3036, area, St. Petersburg, Fla.; KA-3037, KA-3038, area, Portland, Me.; KA-3039, KA-3040, KA-3041, area, Miami, Fla.; KA-3042, KA-3043, KA-3044, KA-3045, KA-3046, area, Milwaukee; KA-3047, KA-3048, KA-3049, area, Denver, Col.; KAA-398, Denver; KA-3051, KA-3052, area, Wichita Falls, Tex.; KA-3056, area, Fresno, Calif.; KA-2412, area, Bangor, Me.; KA-3059, area, Miami, Fla.; KA-3057, KA-3058, area, Memphis, Tenn.; KA-3061, area, Corvallis, Ore.; KA-3062, KA-3063, KA-3064, area, Philadelphia, Pa.; KA-3068, area, St. Louis, Mo.; KA-3069, area, Omaha; KA-3070, area, Manchester, N. H.; KA-3071, KA-3072, area, Duluth, Minn.; KA-3073, area, Phoenix, Ariz.; KA-3074, area, Columbia, S. C.; KA-3098, KA-3075, KA-3076, area, Topeka, Kan.; KA-3077, KA-3078, area, Philadelphia; KA-3079, area, Syracuse, N. Y.; KA-3082, area, Worcester, Mass.; KA-3083, KA-3084, KA-3085, KA-3086, area, Norfolk, Va.

Licenses for remote pickup broadcast stations were extended to Sept. 1: KA-3088, KA-3089, KA-3090, area Charleston, W. Va., KA-3050, area Phoenix, Ariz.; KA-3053, KA-3054, KA-3055, area San Francisco; KA-3060, area Fairbanks, Alaska; KA-3184, KA-3785, area Portland, Ore.; KA-3065, KA-3066, KA-3067, area Tacoma, Wash.; KA-3080, KA-3081, area New York.

WPRT Prestonsburg, Ky. — Granted mod. CP for approval of ant. and trans. location, specify studio location.

KTSC-FM Sun Country Bcstg. Co., Tucson, Ariz.—Granted request to vacate CG new FM station.

KPSC-FM Sun Country Bcstg. Co., Phoenix, Ariz.—Granted request to vacate CG new FM station.

KFDX-FM Wichtex Radio and Television Co., Wichita Falls, Tex.—Granted request to cancel CP and mod. thereof for new FM station.

WQUA-FM Moline Bcstg. Corp., Moline, Ill.—Granted request to delete CP for new FM station.

WHTM Rochester, N. Y.—Granted mod. CP to change ERP from vis. 2.28 kw, aur. 1.14 kw to vis. 3.81 kw, aur. 1.81 kw.

WBCA Schenectady, N. Y.—Granted mod. CP for extension of completion date to 7-20-49.

KYUM Yuma, Ariz.—Same to 10-15-49.

KLUF Galveston, Tex.—Same to 6-13-49.

WCAE-FM Pittsburgh, Pa.—Granted license new FM station: Chan. 241 [96.1 mc] 12 kw, 600 ft.

WCFM Washington, D. C.—Granted license new FM station; Chan. 258 [99.5 mc] 20 kw, 485 ft.

KA-3136 area of Detroit—Granted CP and license for new Experimental TV Relay station.

KG2XAX Harrisburg, Pa.—Granted CP new Experimental TV station.

KG2XAY Reading, Pa.—Granted CP for new Experimental TV station.

K G 2 X A Z area Bethlehem, Pa.—Granted CP new Experimental TV station.

WKJB Mayaguez, P. R.—Granted mod. CP to change type trans.

WWWR Russellville, Ala.—Granted mod. CP to change type trans.

Correction issued by FCC: April 29 Decisions renewal of licenses for auxiliary trans. KFQD and WKAQ was made for 30 days only, instead of for the period ending May 1, 1952.

WGWD Gadsden, Ala.—Granted mod. license to change studio location.

WHO Des Moines, Iowa—Granted CP to install new vertical ant. and mount FM ant. top of AM tower and change trans. location 400' due east of present location.

WNOE New Orleans, La.—Granted mod. CP for approval of DA and change trans. location.

WUSJ Lockport, N. Y.—Granted mod. CP for approval of ant. trans. and studio locations and change type of trans.

KCBS San Jose, Calif.—Granted mod. CP for extension of completion date to 11-24-49.

WIXME New Haven, Conn.—Granted CP for reinstatement of CP for new Experimental TV station.

KRPO San Jose, Calif.—Granted mod. CP for extension of completion date to 8-16-49 on condition that construction be completed or interim operation provided by that date.

WCPO and Queen City Bcstg. Inc., Cincinnati, Ohio and WLAP Lexington, Ky.—On commission's own motion extended time to file proposed findings to May 25.

WPOR Portland, Me. — On Commission's own motion continued the hearing scheduled for May 9, to June 6, at Washington, D. C.

W D S U - T V New Orleans, La.—Granted mod. CP for extension of completion date to 9-16-49.

WGTM-FM Wilson, N. C.—Granted mod. CP for extension of completion date to 8-15-49.

WIPR Santurce, P. R.—Granted license new AM station 940 kc 10 kw unl.

WKXY Sarasota, Fla.—Granted mod. CP to change type trans.

Following were granted mod. CP for extension of completion dates as shown: KALW San Francisco to 11-10-49; WFDR New York to 5-15-49; KROC-FM Rochester, Minn. to 8-1-49; WCNR-FM, Bloomsburg, Pa. to 8-8-49; WNLC-FM New London, Conn. to 11-18-49; KREL-FM Goose Creek, Tex. to 5-21-49.

WKJF Pittsburgh—Granted license new FM station; Chan. 229 [93.7 mc] 20 kw, 500 ft.

KTRN Wichita Falls, Tex.—Granted license new AM station; 1200 kc 5 kw-D 1 kw-N unl. DA-N.

W S A L Logansport, Ind.—Granted license new AM station 1200 kc 5 kw-D tion: 1230 kc, 250 w Unl.

KVOP Plainview, Tex.—Granted license covering installation new trans.

WCKY Cincinnati, Ohio—Granted license covering installation auxiliary trans. at location main trans.

WGBS Miami, Fla.—Granted license covering installation old main trans. at location main trans. for auxiliary purposes.

May 4 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KSOL Yuma, Ariz.—Mod. CP new AM station for extension of completion date.

WWRL Woodside, L. I.—Mod. CP new AM station to increase power etc. for extension of completion date.

License for CP

KXJX Forrest City, Ark.—License for CP new AM station.

Assignment of License

KXGI Fort Madison, Iowa—Assignment of license from Willis L. Ashby, Billy M. Barron and John F. Courrier d/b as the Hawkeye Bcstg. Co. to A. Orrie Carson.

Transfer of Control

KWCO Chickasha, Okla.—Transfer of control from Washita Valley Bcstg. Co. to C. E. Wilson, Bonnie M. Wilson, P. D. Jackson and Jessie M. Jackson.

WMRA Myrtle Beach, S. C.—Transfer of control of Myrtle Beach Bcstg. Co., licensee, from Joe C. Ivey to P. T. Watson and L. B. Hyman.

WAZF Yazoo City, Miss.—Assignment of license from B. J. Barrier Jr., H. T. Barrier and H. P. Holmes d/b as Yazoo Bcstg. Co. to WAZF Inc.

AM—1450 kc

WJMR New Orleans—CP new AM station to change from 990 kc 250 w D to 1450 kc 250 w unl.

AM—560 kc

WCPM Middlesboro, Ky.—Mod. CP new AM station to change from 560 kc 500 w D to 560 kc 500 w-D 100 w-N.

AM—1250 kc

KROX Crookston, Minn.—CP new AM station 1260 kc 1 kw-D 100 w-N AMENDED to request 1260 kc 1 kw-D 500 w-N DA-N.

AM—960 kc

WHIT New Bern, N. C.—CP new AM station to change from 1450 kc 250 w unl. to 960 kc 1 kw unl. DA-N.

AM—1240 kc

Winter Garden Bcstg. Co., Crystal City, Tex.—CP new AM station 1240 kc 250 unl. AMENDED to change name of applicant from John H. Mayberry and William T. Stubblefield d/b as Winter Garden Bcstg. Co. to John H. Mayberry tr/as Winter Garden Bcstg. Co.

Modifications of CP

KRON-FM San Francisco—Mod. CP new FM station for extension of completion date.

WGNB Chicago—Same.

WRCM New Orleans—Same.

WFNS-FM Burlington, N. C.—Same.

KVNJ-FM Fargo, N. D.—Same.

WNAM-FM Neenah, Wis.—Same.

WJUN Philadelphia—Mod. CP new FM non-commercial educational station for extension of completion date.

WEXI St. Charles, Ill.—Mod. CP new FM station to change ERP to 380 w.

WFNS-FM Burlington, N. C.—Mod.

(Continued on page 75)

GA. INSTITUTE

Davis, Crutchfield Slated

ELMER DAVIS, ABC commentator and former Office of War Information director, and Charles Crutchfield, vice president and general manager of the Jefferson Standard Broadcasting Co. (WBT Charlotte, N. C.), will be featured speakers at the fourth annual Georgia Radio Institute to be held May 12-14 at Athens, Ga.

Mr. Woodall

Institute again is being sponsored by the U. of Georgia's Henry W. Grady School of Journalism, John E. Drewry, dean. Institute chairman is Allen Woodall, WDAK Columbus, Ga.

Opening address will be given by Georgia's Gov. Herman Talmadge at a dinner sponsored by WGAU and WRFC, both Athens, Ga., and Di Gamma Kappa, honorary radio fraternity.

In addition to the addresses, the program will include discussion group sessions, luncheons and dinners, Dean Drewry said.

PERFEX CO.

Expansion Plans Announced

THE PERFEX Co., Shenandoah, Iowa, manufacturer of Perfex Super Cleaner, Plastic Starch and Shina Dish, effective early this month places its *Kitchen Club* on 18 stations. Latest additions to station list are WHO Des Moines and WDAF Kansas City, Mo. Agency is Buchanan-Thomas Adv. Co., Omaha.

Firm also announced that it has placed its own sales organization in Missouri, Kansas and Oklahoma. Addition of Arthur H. Denessen, in charge of North Missouri; Willis A. Hagel in South Missouri; Ralph Jorn in Topeka, and Claud V. Mercer in Wichita, to its sales staff also was announced.

The Texas Rangers, America's greatest western act, for many years stars of radio, screen and stage, now are starring in their own television show on CBS-Los Angeles Times station KTTV each Monday evening. They star, too, on the CBS coast-to-coast network each Saturday afternoon, 4-4:30 EST.

The Texas Rangers transcriptions, used on scores of stations from coast to coast, have achieved Hooperatings as high as 27.4.

Advertisers and stations—we have a new and even better sales plan! Ask about it!

ARTHUR B. CHURCH *Productions*
KANSAS CITY 6, MISSOURI

KGW and KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE
SIMULTANEOUS SERVICE
REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.
NBC AFFILIATE

RELIGIOUS RADIO

Make It Listenable—Keating

RELIGIOUS broadcasts should be more listenable, the Catholic Broadcasters Assn. Middle Atlantic regional meeting was told by Joseph F. Keating, assistant commercial program supervisor of MBS. Meeting was held April 30 at Seton Hall College, South Orange, N. J.

He urged that the religious message be combined with showmanship.

Sessions were further highlighted by reports on the importance television will have in religious broadcasting.

James R. Rynall, director of public relations of WNJR Newark, counselled that the preaching and round-table type of religious presentation was not good radio and did not succeed as well as did the program which wrapped its serious message up in entertainment form.

Irene Petroff, television technician formerly with DuMont and RCA, said presentation of religion on television is more effective than radio—but more difficult. She stressed the importance of considering the visual elements of programming in telecasting.

Sister M. Nina of Corpus Christi High School, New York, who produced the Catholic division of *Lamp Unto My Feet* on the CBS television network, acclaimed video an "important new messenger of religion."

Among others who took part in the conference: Dr. Adolph M. Wasilifsky, professor of radio at St. Joseph's College, Philadelphia, who was chairman; A. Dorothy Arthur, Wilmington, Del., coordinator for CBS; the Rev. Terence Cummings, director of *Ave Maria Hour;* Joseph A. Murphy, acting director of Institute of Sacred Music in the Archdiocese of Newark; Raymond P. Lukshis, drama director of WSOU-FM Seton Hall College; the Rev. Anthony Ostheimer, Philadelphia, and the Rev. Dr. John. L. McNulty, president of Seton Hall.

CKMR Newcastle, N. B., new 250 w station on 1340 kc, went on the air early in April. Art Martin is manager and station is represented nationally by William Wright, Toronto.

New Business

(Continued from page 14)

PEIRCE SCHOOL of Business Administration, Philadelphia, appoints Gray & Rogers, Philadelphia, to handle advertising, publicity and public relations.

Network Accounts • • •

REXALL DRUG Co., Los Angeles, sponsoring Guy Lombardo and his orchestra as summer replacement for *Phil Harris-Alice Faye Show* on NBC, Sun., 7:30-8 p.m., effective July 3. Agency: BBDO, Los Angeles. Harris-Faye show returns this fall in same time slot.

LIGGETT & MYERS TOBACCO Co., New York, through Newell-Emmett Co., New York, renews its sponsorship of five-weekly Arthur Godfrey morning series on CBS for 52 weeks, effective May 30. Program sponsored by Chesterfield cigarettes, from 11-11:30 a.m., with Gold Seal Co. and National Biscuit Co. sponsoring quarter hours during show's first half hour, 10:30-11 a.m.

GENERAL MILLS renews 8-8:15 a.m. (CDT) portion of the *Breakfast Club* on 239 ABC stations May 30 for 52 weeks through Tatham-Laird, Chicago. Don McNeill is toastmaster of show, aired daily, 8 to 9 a.m. Firm has sponsored first segment since last August.

CANADA DRY GINGER ALE Inc., New York, extends 13-week contract with ABC-TV for Sunday 5-5:30 p.m. portion of hour-long *Super Circus* to 52 weeks. **DERBY FOODS,** Chicago, sponsors second portion on 52 week basis. Canada Dry agency, J. M. Mathes, New York. Derby agency, Needham, Louis & Brorby, Chicago.

Adpeople • • •

O. PARKER McCOMAS, executive vice president of Philip Morris & Co., New York, elected president to succeed **ALFRED E. LYON,** who becomes chairman of board.

J. R. CARRINGER, vice president and assistant to the president of Esso Standard Oil Co., retired May 1 after 45 years with firm.

NLRB ORDER

WOV To Hold Election

NATIONAL Labor Relations Board last Thursday directed that a secret ballot election be held within 30 days among radio technicians employed at WOV New York to determine whether they wish to have Radio & Television Broadcast Engineers Union, Local 1212, IBEW (AFL), as their bargaining representative. Fourteen technicians, including the control room and transmitter supervisors, are involved.

NLRB denied the American Communications Assn. (CIO) a place on the ballot on the grounds that it had not complied with registration and filing requirements. The association had sought dismissal of the broadcast engineers union petition asking that the union be designated as exclusive bargaining agent. ACA contended that the 14 employes in the proposed unit "do not constitute a homogeneous grouping of craft employes," and, further, "the history of collective bargaining . . . between the intervenor [ACA] and the employer [WOV] covering a broader unit of employes renders a separate unit of radio technicians inappropriate."

OPERATOR JOBS

Field Limited, Says USES

JOB prospects for radio operators are limited at the present time, according to an analysis of this field completed by the U. S. Employment Service. Report on the analysis is presented in the April issue of the *Labor Market*, published by the Bureau of Employment Security and affiliated State Employment Security Agencies.

"Most areas throughout the country report very little demand for radio operators and more than enough qualified applicants to fill both replacement openings and the few jobs that develop through expansion," the article states.

The broadcasting field, which now employs some 11,000 operators, is expanding and a "considerable" number of openings is expected in the near future, according to *Labor Market*. Prospect of new jobs is seen in the opening of new FM and television stations for operators especially trained in those fields.

ONE WORLD

Awards To Be Presented

ONE WORLD awards for outstanding contributions to the cause of international understanding will be presented to Ira Hirschmann, president and manager of WABF-FM New York; Bartley Crum, ex-publisher of the *New York Star*, and John Huston, motion picture director and writer, at the fifth annual One World awards dinner, May 11 at New York's Plaza Hotel.

Mr. Hirschmann and Mr. Crum will receive silver trophies. Mr. Hirschmann's award is given in view of his "outstanding record of public service in community and international affairs, his leadership in cultural progress as a founder of the University From Abroad and as founder and president of the New Friends of Music and WABF-FM, and particularly his humanitarian services to the victims of Nazi persecution during the war as special envoy to the Near East, and to the displaced person of Europe as inspector general of UNRRA." The award to Mr. Crum recognizes "his outstanding record of liberalism . . . and his valiant efforts to perpetuate the American tradition of crusading journalism."

Hon. Benjamin Cohen, assistant secretary general of UN, will be dinner chairman. Awards will be presented by Prof. James H. Sheldon, chairman of the nominations committee, and writer Norman Corwin, who is a previous winner.

A PAYING PROPOSITION

Ask the Katz Agency

CBS 560 kc.

IT "PAYS"

TO BE A GOOD LISTENER

But it pays better to Buy

the "good listeners" in Memphis

who always listen to—

WMPS

10,000 WATTS DAY
5,000 WATTS NIGHT
680 KILOCYCLES

AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY

RADIO REPRESENTATIVES, INC.

CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Sales manager for one kilowatt station in rich market, Great Lakes region. Salary and commission open to right man. Box 839a, BROADCASTING.

Salesmen

Wanted—Salesman for midwest one kilowatt daytime station. Give details including salary. Box 838a, BROADCASTING.

Aggressive, alert sales manager. Southwestern station. Weekly draw against commission. Guarantee living income 60 days. Attractive potential. Box 990a, BROADCASTING.

Good pay for right salesman. Must be experienced. Local net affiliate in Texas city 20,000. Earnings and future virtually unlimited if you qualify. Send full details, references and photo. Box 4B, BROADCASTING.

Salesman—Experienced in constructively selling radio. Must be alert and ethical. To represent leading station, NBC affiliate, in competitive market. Send full information, references, photo, income requirements. KSEI, Pocatello, Idaho.

Salesman—1 kw network affiliate has immediate opening for experienced, steady man for local accounts. Excellent immediate billing now running and good prospect list. Vacancy due to promotion in organization. Send complete information, picture and references WFDF, Flint, Michigan.

Announcers

Announcer with first class license can earn above-scale wage with aggressive newspaper-radio organization in Oregon. Real money for real ability. IBEW conditions. Bud Chandler, KFLW-ABC, Klamath Falls, Oregon.

Wanted — Capable, experienced announcer and disc jockey for 5000 watt day, 1000 watt night, ABC affiliate. Permanent position, good pay. Liner's Broadcasting Station, Inc., Radio Station KMLB, Monroe, Louisiana.

Announcer—Preferably single, strong on news. Only experienced need apply. Full information in first letter. Radio Station WEAV, Plattsburg, New York.

Wanted—Announcer-engineer with accent on announcing. Also one experienced announcer. Southeast Georgia station, pleasant working conditions. WRQN, Vidalia, Georgia. Phone 327.

Technical

Radio engineers desiring to travel. Will be installing specialized audio devices throughout the United States. Good salary plus expenses. Transportation provided. Must have 10 years technical experience, not including military training, be over 28 years of age, have automobile operator's license. Send complete references and personal photograph. Box 915a, BROADCASTING.

Engineer, experienced, capable of supervisory position, midwest station. Car necessary. Send full details and photograph. Box 996a, BROADCASTING.

Chief engineer who can do some announcing. Excellent future with progressive organization. Car needed. For further details contact Fred Wamble, KANA, Anaconda, Montana.

Wanted — Combination operator-announcer to work vacation relief May 21st to July 3rd. Contact Jack R. Wagner, Mgr., KSYC, Yreka, California.

Production-Programming, others

Experienced commercial continuity writer, male or female, for regional Michigan network station. Permanent position, opportunity for advancement to administrative duties. Send samples of work, complete background, references to Box 935a, BROADCASTING.

Help Wanted (Cont'd)

Wanted, experienced woman's commentator to do half-hour's woman's show. 50 kw station, midwest market. Send audition disc, background, references and salary. Box 987a, BROADCASTING.

Program director—production, writing, announcing experience essential. Permanent position with expanding organization in growing Texas town of 20,000. If you're low man on a 50 kw totem pole, here's a chance to broaden your radio experience, handle every type of program—to learn radio thoroughly. Send disc, sample programs, references, photo, etc. Box 5B, BROADCASTING.

Situations Wanted

Managerial

Man 47, expectionally qualified to manage radio station seeks that position with station in town not less than 30,000. Need $150 weekly plus opportunity earn considerable more through bonus plan or profit sharing arrangement. If interested please address Box 563a. BROADCASTING.

Successful manager—Ten years manager network affiliate plus broad experience all departments. Dependable career man. University graduate. Box 616a, BROADCASTING.

Manager or sales manager. Will go anywhere. Opportunity wanted. Past eight years same station. Good references. Box 904a, BROADCASTING.

Desire station in red or one in tough market. Well educated, veteran, experienced all phases of radio. Box 920a, BROADCASTING.

General Manager independent station 100,000 group city past 5 years; previously salesman, seeks larger opportunity. Box 923a, BROADCASTING.

Manager, commercial manager, twenty three years background in all phases. Best references. If you want two men that can produce and know radio write now. No commission jobs. We earn our salary. Box 991a, BROADCASTING.

Expect CP in six months, can do announcing, production and selling, but need experience as manager. Young, single, east coast preferred. Box 8B, BROADCASTING.

Owners—Finding just the right man in whom you can have faith and trust, and in whom you can have confidence to delegate authority to build, develop and manage your station, is next to impossible these days. Good proven station managers just aren't available. I know! I own the largest block of stock in a top market station, (it's making money) and I've had one H--- of a time replacing myself. My reasons for this move you'll appreciate and understand. They're bonafide. As an applicant I can substantiate a highly creditable record with the best of national connections. So, — if you're looking for just the right man to manage your radio property, I'd like to talk it over. If its new construction (I've been through it); if its poor operation (I've the proven facts); or if you seek a good reliable experienced manager (I'm a married man with two children and sober habits). Now, you probably figure that the type of man you want just isn't to be found through a blind ad, and to be truthful, I've always figured that way too. However, give it a try just this once. If you've a good bonafide proposition, I can hold up my end. It should prove mutually beneficial. Address Box 11B, BROADCASTING.

Station-commercial manager. 15 years experience in all departments. Network and independent experience. Can build station into community leader thru good programs and saleable ideas. Also build or take stations out of red. Reliable and sober. Married. Prefer south. Box 26B, BROADCASTING.

Situations Wanted (Cont'd)

Long hours and hard work essential and I'm not kidding. 16 years experience includes management, program, production and announcing. Salary and commission. Box 17B, BROADCASTING.

Salesmen

Always say "nō" to "no radio experience"? Miss some good men that way. Here's one: N. Y. agency man, 27, experienced handling accounts, sales, determined to work up in station through sales. Quick, energetic, likable. Better investigate. Box 995a, BROADCASTING.

Salesman-newsman, disc jockey, actor, announcer. Will go anywhere in U. S. for $60.00 per week. Box 997a, BROADCASTING.

Salesman—Background as announcer and program director. Desires connection with sound eastern station. Hard worker, family man, 30 years old. Box 2B, BROADCASTING.

Over a years radio experience. Rural sales my specialty. Can announce. East coast preferred. Box 9B, BROADCASTING.

Successful in putting present 1000 w daytime station in black desires connection in larger market. $150.00 per week plus per cent of profits. Box 12B BROADCASTING.

Announcers

Morning man. 7 years. Lively. 25. Family. 50 kw exp. Box 685a, BROADCASTING.

Announcer—2 years experience. University graduate. Presently at 5 kilowatt station. Newscasts, music shows, adlib. Can travel. Disc, information. Box 901a, BROADCASTING.

Announcer—Experienced all phases, strong play-by-play sports. Seeks AM deal with TV future. Top references, travel anywhere. Box 911a, BROADCASTING.

College student desires sportscasting position following June graduation. Three years play-by-play experience. Football, baseball, basketball. Also staff announcing experience. Disc, photo, references available. Box 936a, BROADCASTING.

Morning man, tops in field, desires major market affiliation. Can break down strongest competition. $7000.00 minimum. Box 941a, BROADCASTING.

Dependable, staff announcer, 27, married, pleasant voice with selling appeal. Tops in special events and sports. Box 964a, BROADCASTING.

Combination man now employed with Mutual affiliate desires change. Prefer midwest or west. One year experience, married. Box 973a, BROADCASTING.

Exp annc'r Box 974a, BROADCASTING.

Good announcer seeking position preferably, but not necessarily, with new station. Also would like opportunity to do sports. Box 978a, BROADCASTING.

Disc jockey, morning or night. Experienced, college, excellent reference, good staff man. East. Box 980a, BROADCASTING.

Experienced staff and feature announcer. Also writer. Flair for ad-lib. Disc shows, audience participation, sports, comics, etc. Available immediately. Transcription, photos, scripts and references upon request. Box 983a, BROADCASTING.

Disc jockey-announcer, working in metropolitan New York wants disc show—preferably all night. Box 984a, BROADCASTING.

Vacation relief announcer—two years experience. Two years graduate study speech, Columbia University. 33, single, resonant voice. Available June 1. Box 985a, BROADCASTING.

Network announcer with many years experience, now program director regional station, available immediately for job in AM or TV. University graduate, family man. What do you offer? Box 986a, BROADCASTING.

Experienced announcer—Young married veteran, presently employed, desires sports editor or staff position with a progressive organization in northeast. References, disc etc. upon request. Box 994a, BROADCASTING.

Announcer-continuity writer. Experienced, all phases announcing, writing, controls. Married, have car, will travel. Box 7B, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, veteran 23, has some experience. Will work at your station, on the job training under the GI Bill. Disc upon request. Prefer southeast and south. Box 20B, BROADCASTING.

Experienced announcer and newscaster, with eye on the future, wants position with progressive station. 2½ years experience, both independent and net affiliate. Minimum salary $65.00 per week. For further information and disc, write Box 22B, BROADCASTING.

Announcer—University graduate, radio courses, experience, specializing classical music and news. Primarily interested in station wishing to expand programming in classical music. Photograph, references, audition record on request. Box 23B. BROADCASTING.

Announcer—experienced (2 years) desires immediate employment. Disc will go anywhere. Married and family. Box 27B, BROADCASTING.

Sportscaster—Two years experience play-by-play, staff announcing, copywriting, news, control board, remotes. Willing to work. Prefer sports. Veteran. Disc on request. Box 28B, BROADCASTING.

Ambitious, reliable announcer, experienced all phases, commercial announcing my specialty. Over 2 years' experience with network affiliate. Know production and programming. Wants permanent position in midwest. Presently employed. Box 31b, BROADCASTING.

Announcer—3 years experience. Can do fine disc show, authoritative newscast, handle board, write copy. Young, ambitious, single. Good voice, available June 1. Disc and information on request. Will travel anywhere. Box 33b, BROADCASTING.

Experienced young announcer, specialty in news, music. All-round dependable performance with voice that builds audiences. University grad, single. Wants change to position with a future. Available in three weeks. Prefers midwest but will travel. Disc et al, on request. Box 36b, BROADCASTING.

Thoroughly experienced announcer. Intelligent delivery. Knows news, music, scripting, production. Herb Gottschalk, 5034 S. Woodlawn, Chicago 15. Atlantic 5-0516.

Announcer — Experienced, capable newscaster, disc jockey, operates console. Desires position with progressive station. All offers considered. William Hunt, 2715 Division St., Chicago, Illinois.

Combo man with 7 years experience in southwest will go immediately. Must be permanent, within 500 miles at least $1.50 an hour. Hal Leland, Box U U, Palm Springs, California.

Well educated, reliable, topnotcher, 29, seeking announcing-writing-programming opportunity in or near large town. Preferably east. Currently program director-chief announcer, musician 1000 watter. Character, working references present boss. Write me, Leonard Loftin, c/o WKNS, Kinston, N. C.

Not world's best announcer but good, dependable man looking for experience. Single. Will go anywhere. Strong on DJ. Good background. Eligible for on-the-job training. Sam McClaughry, 8521 S. Loomis, Chicago 20. Tri. 4-1459.

Technical

Experienced engineer—18 years AM-FM construction, economical maintenance. Presently employed (12 years) as chief small station. Desire warmer climate or larger station. Box 917a. BROADCASTING.

Veteran, 26, married. Desire permanent position in southern Oklahoma. 1st phone since 1942. Chief since 1946. Experienced in construction, maintenance, and operation. Combination work if necessary. Box 946a, BROADCASTING.

Engineer—1st phone, 7 years experience, 2½ years chief engineer, 31, married, conscientious. Will consider minority interest. Midwest or west preferred. Box 972a, BROADCASTING.

Engineer—RCA graduate, 1st phone, knowledge FM and TV. Box 992a, BROADCASTING.

1st phone. One year, 10 months experience with 250 watt station. Available immediately. Box 993a, BROADCASTING.

Engineer—First phone, single, veteran, have car. Southern states only. Box 998a, BROADCASTING.

Radio operator 1st phone. Ambitious, conscientious. Seeking position with AM, FM, television stations. Class A amateur ticket. Box 999a, BROADCASTING.

Situations Wanted (Cont'd)

Engineer—20 years old, presently employed AM-FM. Desires change. Box 1B, BROADCASTING.

Experienced chief engineer wants less announcing and more engineering. Prefer midwest or southwest. Best references. Two weeks notice. Box 10B, BROADCASTING.

Engineer with first phone. Experienced. Desires position in middlewest. However will accept reasonable offer elsewhere. Box 13B, BROADCASTING.

Twenty years of radio—five present chief engineer position regional network directional plus FM. Thorough experience all phases radio. Want permanent setup with congenial operation possible management. Make offer. Write Box 14B, BROADCASTING.

Eight years experience—Installation of five transmitters, two studios, transmitter operation, trouble shooting, and preventive maintenance. Also two and a half years of 50 kw studio operation, recording, remotes, etc. Prepared for chief's job, tools and all. What am I offered. Box 24B, BROADCASTING.

Engineer-experience in AM, FM station. 3 years technical training in radio engineering. Desire position with progressive station. Single, available immediately, excellent references. Box 18B, BROADCASTING.

Holder first class telephone desires broadcasting position AM, FM. Any location considered. Box 19B, BROADCASTING.

Engineer, veteran, 26, single and reliable, with car. Two years transmitter and turntable operating experience in kilowatt directional station. Box 21B, BROADCASTING.

Experienced engineer — Installation, operation, maintenance. Now employed with good reason for desiring a change. Consider permanent position only. Prefer midwest. Box 25B, BROADCASTING.

Your man desires broadcasting work. No experience. Hard worker. Excellent references. Attend radio school 15 months. Willing to travel. No reasonable offer refused. First class radio telephone license. Box 32b, BROADCASTING.

Holder first phone, single, will travel anywhere. Need start, give beginner a chance. Felix D'Ambrosio, 439 East 121 St., N.Y.C.

Operator, first class license. 13 months radio school. Inexperienced, willing to learn. Appreciate opportunity in Indiana or S. Illinois. Charles Donaldson, 114 Dewey Ave., Washington, Indiana. Ph. 1733-J.

Holder 1st phone, single, will travel, engineering or combination engineering and announcing job wanted. Angelo P. Imbruglia, 8 Upland Road, Brookline 46, Mass.

Transmitter operator, 18 months experience in AM, station has announcing potentialities. Desires position in liberal station. 27, single, colored, veteran. Will write full particulars upon request. Good references. R Johnson, 2604 Eddie St., Youngstown, Ohio,

Experienced engineer—eight years experience, present employment three years as chief local, desires small progressive community to make home, best references, wage open, contact Joe Kyle, 407 Cedar Street, Elizabeth City, N. C.

EE student—announcing and technical experience. Desires summer employment available June 15, engineering preferred. Single, 24, veteran, 1st phone, car. Equipment from slide-rule to soldering iron. West coast. Bob Lennard, Albany, Oregon.

Combination engineer-announcer. First phone. 14 months CBS affiliate. Experienced all types announcing. Good engineer. Immediate availability anywhere. H. E. Lundquist, General Delivery, Reno, Nevada.

Holder of 1st phone license, single, no experience, desires position at transmitter, preferably in midwest area. C. W. Peterson, 4133 42nd Ave., S., Minneapolis, Minn.

Situations Wanted (Cont'd)

Production-Programming, others

Idea team. Radio and televison. Presently employed. Woman—competent director women's programs, continuity, traffic. Man—producer-director, experienced all phases. Box 794a, BROADCASTING.

Experienced program director-announcer-newscaster. College background. Desires midwest, west. Box 906a, BROADCASTING.

My moma done tole me I should know better, but I'm interested in radio. Have more than three years experience as a continuity director and producer and have done all types of programs. All I want is a livable wage and an opportunity for advancement. Am particularly interested in the west or southern California. Make a wise investment. All it takes is a three cent stamp for details. Box 958a, BROADCASTING.

Program director, (sales, copywriter, announcer). Owns prospectus of salable presentation ideas. Desires change to station within 150 miles of N.Y.C. Top references. Resume on request. Box 3B, BROADCASTING.

Creative continuance of career sought in San Francisco—Bay area. Promotion-publicity director, 5 kw eastern net station at present. Formerly two years CBS New York. Married. College education. Knowledge production, copy, TV. Resume on request. Available in June. Box 979a, BROADCASTING.

Losing money? Experienced specialty time-sales organization available for worthwhile percentage deal. Box 981a, BROADCASTING.

Continuity director wants similar position with possibility of programming or production future. Writes solid copy campaigns. Experienced in local programming. Young, family man interested in settling permanently. Box 15B, BROADCASTING.

If you have a local station and want a combination program director, announcer, salesman and continuity writer, many years experience, please write Box 16B, BROADCASTING.

Producer-announcer, young, versatile, college, NBC trained. Excellent voice. Production thoroughness plus showmanship. Resume, disc, available. Box 30B, BROADCASTING.

Producer-announcer, five years commercial experience wants permanent position in the West. Conscientious, reliable family man. BA, MA. Top references. Box 35B, BROADCASTING.

Television

Announcers

TV announcer, sportscaster. Skilled other TV operations. Presently employed New York, available June 1. Box 988a, BROADCASTING.

Technical

Engineer now employed FM desires break into TV. Experienced all phases studio xmitter .AM-FM. Gladly take summer replacement on TV. Box 821a, BROADCASTING.

Chief engineer 250 watter, 18 years AM experience including construction two locals, one year radar field engineer desires chance enter television; consider position in AM until your television plans materialize. Box 968a, BROADCASTING.

Production-Programming, others

Television aspirant. Radio promotion, copywriting, programming experience. Presently employed. Desires change leading to similar television position. Box 976a, BROADCASTING.

For Sale

Stations

1000 watts fulltime regional in large rich Calif., coastal market at approx. cost of construction. Real opportunity for experienced ownership. Half interest or controling interest or full ownership available. Write Box 6B, BROADCASTING.

For Sale (Cont'd)

Equipment, Etc.

1—640AA WE cond. mi. with 1—RA1095 WE Cond. mi. amp. First come first served. Price, $354.95. Box 37B, BROADCASTING.

Collins 1 kilowatt transmitter, type 20-K; 2 years old; used only as auxiliary; spare tuoes; $4500. WHDH, Boston.

GE model BT1A 250 watt FM transmitter with tubes and crystal used but in' new condition. Will tune to your frequency and guarantee performance. Attractively priced for quick sales. Gates Radio Company, Quincy, Illinois or Warner Bldg., Washington, D. C.

Wanted to Buy

Wanted in good condition—Studio console; turntables with heads; disc recorder; recording amplifier. State price, manufacturer, model, condition. Box 975a, BROADCASTING.

Modulation monitor General Radio 731B or 1931A. Give history and price. KFEL, Denver.

Wanted—Need used combination FM and AM console. Send type and your sale price to Sedalia, Mo., Box 149.

Studio console, late model, good condition. Airmail full description, cost, KULA, Honolulu.

Employment Service

Want a better job? Register today for the job of your choice. Announcer-technicians—$375. Good announcers-salesmen (proven ability). RRR-Radio-TV Employment Bureau, Box 413, Philadelphia.

Miscellaneous

Wanted: Persons wishing to invest sums as low as $1000 or more to buy part interest of radio station. Write Box 982a, BROADCASTING.

For Sale

Equipment

FOR SALE—One Gates cueing amplifier M92721 $75.00—one Shure microphone #556A $40.00. One UTC line equalizer $90.00. One RCA 77D microphone $75.00. Two cabinet mounted Jensen speakers CRT-12 $40.00 each. One Meltrone senior boom microphone stand $75.00. Two RCA 56E equalizers with hi-frequency compensators $65.00 each. One RCA line equalizer BEIB $140.00 Three RCA brand new 7C21 transmitter tubes $135.00 each. Two RCA monitor amplifiers BAIC $100.00 each. One RCA limiter $350.00. Two RCA LC1A monitoring speakers and cabinet plus filter unit $250.00. Two Altec Lansing amplifiers A126A $250.00 each. Two Turner U98 microphones $15.00 each. One UTC transformer LS50 $25.00. Two Altec Lansing duplex systems #612 $250.00 each. F.O.B. Pottsville. Contact WPAM, Pottsville, Pennsylvania.

Schools

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America's Oldest School Devoted Exclusively to Radio & Television

Comprehensive Professional Day and Evening Courses in all phases of Radio and Television Broadcasting taught by Network and TV Professionals.

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F. C. C. LICENSE COURSE

Accelerated Training

You are prepared for
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Practical Instruction

Classes and training conducted directly in New York City radio stations.

Arrangements For Quarters

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CAMBRIDGE

School of Radio Broadcasting
220 W. 42nd St., New York, N.Y.
Phone WI. 7-0038

Situations Wanted

Production-Programming

Program Director with two years independent and Mutual experience. Announcing, news and special events background. Family man, 29 with college degree. Now located in New England but will consider all offers. All inquiries promptly answered.

BOX 977a, BROADCASTING

Miscellaneous

REGIONAL MANAGERS (2)

Fastest growing National Organization, whose promotional campaigns are familiar and ENDORSED BY MORE THAN 300 STATIONS COAST TO COAST, can use successful DISTRICT SALES MANAGERS.

Thorough knowledge of co-sponsored sales methods, plus ability to hire and train salesmen, ESSENTIAL!

To qualified producers, after brief training period (without loss of revenue), can compare earnings of our PRESENT MANAGERS from $7500 to $10,000 commission yearly!

All replies strictly confidential.

Box 905, BROADCASTING

This issue of BROADCASTING hits home ... 527 copies go to homes of key radio buyers whom we estimate control over 75% of all national radio billing.

This is in addition to 4703 office copies. Press run: 15,200

Allied Arts

BRUCE EELLS & Assoc., Hollywood, has announced that seven additional stations have subscribed to its Broadcasters' Program Syndicate. Stations are: KSWO Lawton, Okla.; WIP Philadelphia; WBBW Youngstown, Ohio; KSOO Sioux Falls, S. D.; KXIT Dalhart, Tex.; WPAY Portsmouth, Ohio; CJAV Port Alberni, B. C.

LYNN L. BARNARD, formerly with BBDO, has joined Princeton Film Center, Princeton, N. J., to direct expanded television activities of center.

FRANK R. NORTON has been appointed chief engineer, Bendix Radio-Television and Broadcast Div. of Bendix Aviation Corp., Baltimore. He was formerly in charge of television and receiver development for firm.

DEMETRY I. VINOGRADOFF has retired as assistant to the director of National Bureau of Standards and head of its Office of International Relations. **FRANCIS W. DUNMORE**, pioneer in development of radio aids to marine and air navigation, has retired after 31 years of research in Bureau's radio laboratories.

GEORGE ELLSWORTH MELLON Productions Inc. has been formed in Los Angeles for production of transcribed adventure stories for children. **George Ellsworth Mellon** heads firm. Offices are at 3315 5th St. Phone is Drexel 2694. Firm's production, *The Castle Land of the Sky*, first of series of three folk stories, is now underway. Series will eventually be adapted to television.

PEGGY WOOD has established promotion and publicity offices at 1610 North Wilcox, Hollywood. Phone is Granite 2956. Miss Wood was formerly publicity director, Zeder-Talbott Inc., Hollywood, and before that assistant director of radio publicity, J. Walter Thompson Co., same city.

BOB SIEGEL, former program director of WGYN-FM New York, has joined United States Television Mfg. Corp., New York, engaging in advertising and sales promotion activities.

DOG TALES, New York, has announced production of thirteen quarter-hour shows by Tom Farley dedicated to pet care and training. Series was produced through grant from American Meat Institute. Set is distributed on an "exclusive in your city" basis and is still available in some areas. Programs are available without cost for use on sustaining basis.

DR. RALPH J. SLUTZ, formerly with Institute for Advanced Study, has joined Electronics Division of National Bureau of Standards, Washington.

Equipment

RALPH J. CORDINER, vice president and assistant to **CHARLES E. WILSON**, president of General Electric Co., Schenectady, N. Y., has been elected executive vice president and director of company.

HUGH WAINWRIGHT has been appointed sales engineer for Electronics Div. of Sylvania Electric Products Inc., New York.

ROGER M. WISE, noted electron tube expert now active in tube research and development for Philco Corp., was awarded Certificate of Merit by President Truman in recognition of his outstanding war work.

CONRAC Inc., manufacturer and distributor of electronic equipment, with offices in New York and Hollywood, has purchased the Peyton Television Co., Glendora, Calif., according to **E. Z. WALTERS**, Conrac president.

H. B. HALL has been appointed manager of Graybar Electric Co.'s Nashville, Tenn., branch.

H. A. BREWER has been appointed Northwestern District manager for Westinghouse Home Radio Div. He will headquarter in Chicago.

B. W. SAUTER, assistant superintendent of RCA Victor Factory 2 plant at Harrison, N. J., was named one of 10 recipients of an Alfred P. Sloan Fellowship for a year's advanced study at Massachusetts Institute of Technology.

SYLVANIA ELECTRIC PRODUCTS Inc., New York, has announced another 10% reduction in prices of its 12½ inch TV tubes. Another 10% cut, on 10 inch tubes, went into effect.

ANDREW Corp., Chicago, has announced the closing of its New York office at 421 7th Ave., until further notice.

REHABILITATION

Transcription Offered Free

A TRANSCRIPTION containing eight public service open-end spot announcements for local tie-in with vocational rehabilitation agencies has been produced by the Federal Security Agency's Office of Vocational Rehabilitation.

The announcements, designed to tell employers and the public why it is good business to employ handicapped men and women who have been rehabilitated, are made by Jinx Falkenburg and Tex McCrary, Bill Stern, Paul Whiteman, William L. Shirer, Drew Pearson, Al Capp, Kate Smith and Lawrence Spivak. Overall broadcast time is 60-75 seconds. Transcription is available free to all stations. It can be obtained by writing to OVR in Washington or to state divisions of OVR, usually located in the state's capital, W. Oliver Kincannon, chief of information service for OVR, announced.

Children's Radio

PROVIDING Junior gets a balanced radio diet, a little rootin' tootin' cowboy stuff won't hurt any, according to David Mackey, radio and drama instructor at the U. of Texas. "The fast action and melodrama appeal to the active imagination of the child," Mr. Mackey said. "But parents should help the child select some additional programs of a more cultural nature." The university, through the Texas School of the Air and the State Dept. of Education, produces two shows weekly for school children's listening.

CIVIL RIGHTS

Bills Affecting FCC Introduced

CIVIL rights legislation, looking toward fair employment practices in communications and other fields, and toward study of employment policies in such independent agencies as FCC and FTC, was introduced in both houses of Congress April 29.

A Commission on Civil Rights would be set up under a measure (S-1734) introduced by Sen. Hubert H. Humphrey (D-Minn.). The Commission would be empowered to conduct studies and investigations on civil rights and to investigate present organization and operation of FCC, FTC and similar offices, as well as all departments, including State. The bill was referred to Senate Judiciary Committee.

The House measure (HR-4453), authored by Rep. Adam C. Powell Jr. (D-N. Y.), would prohibit discrimination in employment. Bill would be known as the Fair Employment Practice Act, with provisions covering all interstate trade, commerce and communications. Hearings have been scheduled for Tuesday by the House Education and Labor Committee.

DuMONT REPORT

First Quarter Gain Shown

ALLEN B. DuMONT Labs in the first quarter of 1949 had net earnings almost three times those for the same period of 1948. Gross sales were two and a half times as large, Dr. Allen B. DuMont, company's president, told the annual stockholders' meeting May 2.

Net income, he reported, was $1,481,000 for the period Jan. 3-March 27, 1949, equal to 70 cents a share after preferred dividends, compared with a net of $553,000, or 27 cents a share for the like period of 1948. First quarter sales for 1949 totaled $11,092,000, against $4,549,000 for 1948. Increase stems from accelerated production of tubes and receivers made possible by expanded plant facilities, Dr. DuMont said.

CALIFORNIA-HORN OF PLENTY

If you haven't read "California, Horn of Plenty" in the May 1949 issue of The National Geographic Magazine then you should and after reading it then read this ad—

Do you want to make large profits and live? . . . Yes, really LIVE!!!!? We have a radio property that has an earning record that is excellent. It has made money from the end of its first six weeks of existence and it continues to make money . . . it is easy to operate . . . it will continue to be a winner. This facility is very well equipped; it is well managed and one of the outstanding operations of its kind in the west. Valuable real estate is included. You can buy it for a substantial down payment and the balance can be financed. Price $130,000.00.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

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WASHINGTON, D. C.	DALLAS	SAN FRANCISCO
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Sterling 4341-2	Central 1177	Exbrook 2-5672

FOR IMMEDIATE SALE — FACTORY NEW

COMPLETE TRANSMITTING AND STUDIO EQUIPMENT FOR ONE KILOWATT AM STATION

FOR BEST PRICE OFFERED

NEVER USED — EXPORT PACKED — ALL TUBES INCLUDED

GATES, WESTERN ELECTRIC AND OTHER MANUFACTURERS

Quantity	Equipment	Current List Price	Quantity	Equipment	Current List Price
1	BC-1E One-Kilowatt AM Broadcast Transmitter, complete with tubes	$5,980.00	1	4900 Repeater Transformer	$15.00
1	Oven and Crystal, 690 kc.	48.00	1	8325 Par-Metal Cabinet	75.00
1	28-CO Limiting Amplifier	200.00	2	536A Cardiod Microphone at $46.15 ea.	92.30
1	Dynamote Amplifier	255.00	1	556 Microphone	50.00
1	WE 22D Speech Input Equipment	435.75	2	CB-7B Transcription Tables at $465.00 each	930.00
1	2369 Modulation Monitor	360.00	2	61-B Preamplifiers at $65.00	130.00
1	21B Antenna Tuning Unit	195.00	1	532D Microphone Desk Stand	6.30
1	SC-1 Power Supply	35.20	2	Microphone Floor Stands at $10.20 ea.	20.40
1	A130 Patch Panel	38.00	2	WE 9A Microphone Attachment at $3.57 each	14.00
4	12-Patch Cords at $7.50	30.00	2	WE 23A Microphone Mountings at $4.23 each	7.74
1	Brush Type "A" Headphone Set	8.70	2	WE 713A Microphone Adaptors at $1.63 each	8.46
1	312B Battery Case	15.00	4	Feed-Thru Insulators at $9.00	3.26
1	23A Tower Lighting Choke	65.00	500'	2-Conductor Audio Cable at $.05	36.00
2	End Plates and Hardware at $25.00	50.00	60'	KS733 Rubber Shielded Cable at $.10	25.00
4	U-Brackets with Insulators at $15.00	60.00			6.00
	Transmitting Tubes: 2-802, 1-813, 4-833A, 2-845, 2-575A	203.75			

THE ABOVE EQUIPMENT WILL BE SOLD AS A PACKAGE, IMMEDIATE DELIVERY F.O.B. NEW YORK CITY, FOR THE BEST OFFER RECEIVED PRIOR TO MAY 16th, 1949.

TERMS: 25% WITH ORDER, BALANCE ON ACCEPTANCE — INSPECTION PERMITTED

address BOX 38B, BROADCASTING

ROBERT TINCHER

Heads S.D. Broadcasters

ROBERT TINCHER, vice president and manager of WNAX Yankton, S. D., was elected president of the South Dakota Broadcasters Assn. at the group's second annual conference held at the Carpenter Hotel, Sioux Falls.

Mr. Tincher

Other new officers include Robert Dean, president of KOTA Rapid City, vice president, and Irving Merrill, KUSD, U. of South Dakota, secretary-treasurer. Mr. Tincher and Mr. Dean, two-year directors, will work with Ida A. McNeill, KGFX Pierre, two-year; Mr. Merrill and Jim Sweet, KIHO Sioux Falls, one-year directors.

S. Fantle Jr., president and general manager of KELO Sioux Falls, conducted a forum on "South Dakota Radio in 1949" at the opening session April 22. Panelists discussed "What Radio Expects of Retailers" that same day. At the banquet Paul Elliott, commercial manager of KRNT Des Moines, Iowa, outlined "Radio Results on the Local Level." During the business sessions, Mr. Merrill reported on the radio training activities of the U. of South Dakota and introduced Stephen J. Graf, KUSD technical advisor, who described the new radio engineering course which will be offered in the fall.

UNION DEMANDS

UE Representatives Meet

CONFERENCES of representatives of local unions, representing electrical workers at General Electric, Westinghouse Corp., RCA and Sylvania Electric [BROADCASTING, May 2], will be held sometime this week to work out contract demands prior to opening of negotiations. Albert J. Fitzgerald, president of United Electrical, Radio and Machine Workers of America (CIO), announced the meeting last Monday.

Union proposals call for a $500 annual increase per employe to include "wages and salaries, pension improvement and health programs and other economic benefits," according to the UE general executive board. UE employment was described by James J. Matles, organization director, as "steady" in manufacture of heavy equipment but declining in factories producing household appliances and other consumer goods.

KFAB Contest

MORE than 15,000 letters were submitted from nine states in KFAB Omaha's recently completed $11,000 farm service contest, the station reports. Contest was part of the "Thanks to Bill Macdonald" campaign commemorating the KFAB farm director's 23 years of public service. Letters were written on "What Farm Service Programs I Listen to Most and Why." The 59 prize winners were announced in an hour-long program April 23.

AT&T ANSWER

Trade Restraint Denied

AT&T has denied that it was violating anti-trust laws in an answer to a civil suit brought by the U. S. government seeking separation of Western Electric Co. from the Bell System. The government complaint, filed in U. S. District Court, Newark, N. J., charged restraint of trade and monopoly in the manufacturing and sale of telephone equipment.

"It is necessary for the Bell System to include a manufacturing and supply unit if nationwide telephone service is to continue to be of the highest quality at low cost," the company's answer said.

CAB Meet

SALES and programming were featured at the Maritime regional meeting of member stations of the Canadian Assn. of Broadcasters held at the New Brunswick Hotel, Moncton, N. B., May 2 and 3. Meeting was under chairmanship of Malcolm Neill, CFNB Fredricton, and was attended by most Maritime stations and executives of CAB Ottawa and Toronto.

HOOPERADE OF STARS 1948-49

By Categories as Announced April 29 [BROADCASTING, May 2]

NEWS COMMENTATOR

1. Walter Winchell †	25.7
2. Louella Parsons †	13.9
3. Drew Pearson	10.8

PLAYS

1. Radio Theatre	25.1
2. First Nighter	11.6
3. Curtain Time	11.5
4. Hallmark Playhouse	11.2
5. Theatre Guild on the Air	11.0

VARIETY

1. Jack Benny †	24.4
2. Fibber McGee & Molly	23.1
3. Bob Hope	20.4
4. Arthur Godfrey's Talent Scouts	20.1

EVENING DRAMATIC SKITS

1. My Friend Irma	19.9
2. Amos 'n' Andy	15.9
3. A Day in the Life of Dennis Day	14.7

AUDIENCE PARTICIPATION

1. Stop the Music (8:00-9:00 p.m.)	17.9
2. People Are Funny	16.5
3. Bob Hawk Show	13.8
4. Truth or Consequences	13.7

MYSTERY

1. Mr. District Attorney	16.8
2. Crime Photographer	15.2
3. Suspense	15.2
4. Mr. Keen	14.7

MALE SINGER

1. Bing Crosby	14.3
2. Music Hall (Al Jolson)	12.8
3. Jack Smith	10.0
4. Club 15 (Bob Crosby)	9.6

EVENING POPULAR MUSIC

1. Your Hit Parade	13.4
2. Vaughn Monroe	9.9
3. American Album of Familiar Music	9.3

FEMALE SINGER

1. Club 15 (Margaret Whiting—Tu. Th.)	10.1
2. Supper Club (Jo Stafford—Tu.)	9.7
3. Club 15 (Andrew Sisters—MWF)	9.3

NEWS REPORTER

1. Edward R. Murrow	8.5
2. Monday Morning Headlines	8.2
3. Lowell Thomas	8.0

CONCERT MUSIC

1. Telephone Hour	7.2
2. Voice of Firestone	6.8
3. Harvest of Stars	5.1

CHILDREN'S PROGRAM

1. Lone Ranger	10.8
2. Roy Rogers Show	7.6
3. Lets Prétend	5.5

WEEKDAY SERIAL

1. Ma Perkins (CBS)	8.5
2. Our Gal, Sunday	7.6
3. When A Girl Marries	7.5
4. Big Sister	7.4
5. Stella Dallas	7.3
6. Romance of Helen Trent	7.11
7. Young Widder Brown	7.10
8. Portia Faces Life	7.06
9. Rosemary	7.0

DAYTIME DRAMATIC SKITS

1. Grand Central Station	8.1
2. Theatre of Today	7.5
3. One Man's Family	7.0

WEEKDAY VARIETY

1. Arthur Godfrey (10:30-11:30 a.m.)	7.8
2. Breakfast Club (9:00-10:00 a.m.)	5.2
3. Herb Shriner	4.5

SPORTS

1. Bill Stern	7.8
2. Boxing Bout	5.1

WEEKDAY AUDIENCE PARTICIPATION

1. Grand Slam	7.0
2. Give and Take	6.6
3. G.E. House Party	5.0
4. True or False	4.93
5. Welcome Travelers	4.86
6. Bride & Groom	4.6

† Rating includes second broadcast to Pacific Coast.

Technical

VIC DUNCAN, technician, has joined WBAP-TV Fort Worth, Tex., in charge of station produced filmed commercials.

WFBM (TV) Indianapolis and WFIL-TV Philadelphia have requested immediate delivery on the new INS baloptican projector, Projectall, manufactured by Tressel Television Productions, Chicago.

GEORGE F. EATON, manager of Ontario branch at Toronto of Canadian Marconi Co., has retired after 41 years service. He will continue to serve firm in an advisory capacity. He is succeeded by HARRY A. RICE.

SYLVANIA ELECTRIC PRODUCTS Inc., New York, has announced new FM-AM signal generator providing high level radio frequency signal source ranging from 80 kc to 120 mc.

ANDREW Corp., Chicago, has announced new high gain-narrow beam corner reflector antenna for fixed and mobile services.

RCA, Camden, N. J., has announced new custom-built mobile broadcasting unit.

BARKER & WILLIAMSON Inc., Upper Darby, Pa., has announced new all-band frequency multiplier.

AMPERITE Co., New York, has announced new Amperite Sub-Miniature Ballast Tube designed for equipment where space is at a premium.

97,410 Radio Homes

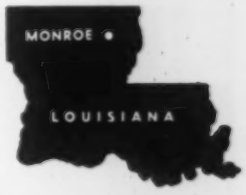
in the area served by

KMLB

— the station with more listeners than all other stations combined —

IN N.E. LOUISIANA

Right in Monroe, you can reach an audience with buying power comparable to Kansas City, Missouri. 17 La. parishes and 3 Ark. counties are within KMLB's mile-volt contour. Sell it on KMLB!



KMLB

MONROE, LOUISIANA

★ TAYLOR-BORROFF & CO., Inc.

National Representatives

★ AMERICAN BROADCASTING CO.

5000 Watts Day • 1000 Watts Night

EASTERN NETWORK STATION FOR SALE AT FIVE TIMES AVERAGE YEARLY EARNINGS

Write, Wire or Telephone

Albert ZugSmith, Executive Vice-President

THE SMITH DAVIS CORPORATION

Waldorf-Astoria Towers

Plaza 9-1703

New York 17, N. Y.

Promotion

UNUSUAL coverage map distributed by KYW Philadelphia is in form of a "dress pattern." "Pattern" is enclosed in McCall's wrapper and labeled "Size — Substantially Larger!" On back of pattern is legend, "Very, Very Popular in four states. Always in season from seashore to mountain. . . ." "Pattern" was distributed by Harvey McCall, KYW sales manager. Attached to pattern is note from Mr. McCall stating station's pride in its coverage.

Television Campaign

IN effort to boost the number of television advertisers and set owners in Southern California the six Los Angeles television stations and Southern California Radio and Electrical Appliance Assn. are cooperating in an industry-wide promotion campaign during month of May. Joint announcement of campaign was made last Monday by Harry W. Witt, KTTV (TV) general manager, and W. J. "Bill" Quinn, managing director of association—composed of distributors wholesalers and television receiver manufacturers. Video stations participating are KFI-TV, KLAC-TV, KTLA, KNBH, KTSL, KTTV. Theme of campaign is "Over 500,000 people are enjoying TV entertainment in Southern California. Is your home a Television Home?" Retail set distributors in Los Angeles area will be invited to cooperate with campaign through use of folders, cooperative advertising, window stickers and floor displays.

Award Trip

FIRST place winner in WNAX Yankton-Sioux City, third annual Spring Workshop, a forum competition sponsored by WNAX and Fourth District of Iowa Congress of Parents and Teachers, is looking forward to 10-day trip to Washington and New York. Winner, Bill Kruse, Sioux City high school senior, will be accompanied by WNAX News Director Art Smith. Workshop was climax of weekly forum discussions aired during winter by WNAX, featuring four students from a different high school in WNAX area on each program. At all-day workshop students discussed "Are We Americans Losing Our Basic Freedoms," after which one representative from each school participated in round robin competition from which four finalists were chosen for panel discussion on same subject.

Listeners' Queries

IN RESPONSE to listeners' queries about reception, WAAM (TV) Baltimore has issued a letter based on reports of Baltimore Television Survey. Letter reads ". . . a leading Consulting Engineering firm has found our signal to be of top quality and strength . . . we suggest you contact your service company for adjustments to your set and antenna. As soon as the service work has been completed, please fill out the enclosed card so that we may keep a record on your reception."

Highway Safety

ALL traffic and highway safety public service announcements are being processed at WCAU Philadelphia in order to publicize and lend dramatic emphasis to station's regular Sunday afternoon documentary series, *Murder on the Highway*. Instead of routine safety announcements, WCAU now urges "Prevent Murder on the Highway," "Stop Murder on the Highway," etc. as punch line of its messages. Statistical information, driving tips and other pertinent advice is given along with slogan.

'Talent Parade' Prize

WINNER of each thirteen week cycle of *Art Brown Talent Parade* program telecast by WOIC (TV) Washington (Fridays, 7:30-8 p.m.) will receive as grand prize a television set plus an all-expense trip to New York for tryout for *Arthur Godfrey's Talent Scouts* show. Applicants for auditions must be at least eighteen years old—but do not necessarily have to be from immediate vicinity of Washington. Show is sponsored by Phillip's Radio and Appliances, Washington, and Philco Corp., through Kal, Ehrlich & Merrick, Washington.

Television Section

WASHINGTON *Post*, majority owner of WTOP AM and FM Washington, included a complete television section in its May 1 edition. Eight pages were devoted to television's "Growing Pains" and "Prospects."

Television Kits

FIRST kits for television clients of WNBQ (TV) Chicago are being mailed to local and national accounts by Promotion Manager Harold A. Smith. Kit, patterned on a similar report for AM clients, includes a file of promotional activities conducted for each client. Categories include on-the-air promotion (copies of station breaks, audio and video), publicity (releases and pictures mailed by the press division), clippings from newspapers and magazines, advertising (with tabulation of space used and copies of newspaper and magazine ads), and information on dealer tie-ins, posters and signboards. Mr. Smith designed the 9-by-12-inch folder of dark rose stock, overprinted in white.

Wheelbarrow Parade

MORE than 2,000 residents of St. Joseph and Benton Harbor, Mich., turned out to watch a wheelbarrow ride. WHFB, WHFB-FM Benton Harbor's chief announcer, John Chase, m. c. of *1060 Club*, and Jim MacDowell of *Yawnin' in the Mawnin* were wheeled down street as result of an Easter seal contest. Mr. Chase received 81,804 seals in listeners' fan mail, as against 74,231 pulled by Mr. MacDowell. Mr. Chase's five-year-old daughter, pushing Mr. MacDowell's nine-month-old baby, accompanied the pair.

Decalcomanias

WPEN Philadelphia has joined Record Dealers Assn. of Philadelphia in promotion activity in which attractive decalcomanias are affixed to several thousand 78-rpm record players, recently purchased by RDAP. Record players are being sold at an extremely low price to revive and maintain interest in 78-rpm records. Decalcomania in blue, red, black and gold bears inscription: "Member. Record Dealers Assn. Official Station. WPEN 950 [on a black record]." Cooperative tie-in between WPEN and RDAP has been in effect for past four years.

Count the Stars

CARDS bearing many stars were distributed to each of 29 merchants who sponsor WDVA Danville, Va.'s *Stars on Parade* musical show. Listeners were asked to count the stars on the promotion cards, the winner receiving prizes from each merchant.

May Month

WINDOW posters are heralding "May Is Morgan County Month" campaign being conducted on KFEL Denver's *Welcome Ladies* (five-a-week, 11:15 to 12 noon) by m.c. Jimmy Denton. Writer of most interesting letter from Morgan County postmarked during May will win $25 grocery order and dinner for six at any restaurant in the county. First subject to be written about is "What I Like Most About My Community." Winner will be announced on June 6 program.

'Puncho Clowns'

TWO-HUNDRED five-foot high Puncho clowns will go to viewers of ABC-TV's *Super Circus* (Sundays, 4 to 5 p.m. CDT) submitting best letters explaining why they want the dolls. Sponsored by Canada Dry Ginger Ale, contest requires two bottle caps from any of firm's beverages and name and address of TV station on which show is seen. Contest closes June 6. Reuben R. Donnelly Corp. is supplying the judges.

CBS Booklet

FIFTY - EIGHT - page promotional booklet, containing charts, photographs and text and inclusive data on television advertising, is being distributed by the CBS sales staff. The booklet, "Television Today," is a companion piece to basic CBS-TV presentation and CBS promotional film on television.

Photography Contest

GENERAL MILLS started contest April 25 for amateur cameramen who listen to *Jack Armstrong*, aired alternate days from 5:30 to 6 p.m. (CDT) via ABC. Contestants submit black and white contact print taken with a Regal camera on theme "my favorite summer sport," and a Wheaties entry blank, before midnight Aug. 1. Winners will receive an all-expense trip to the city in which first two games of the World Series will be played, reserved seats, $200 in cash and the title, "*Look* Magazine Junior Photographer."

Personnel

ROBERT J. GUTHRIE, former assistant manager in charge of tours for NBC guest relations department, has joined network's station relations department. He will be supervisor of contracts with affiliated stations.

NICK FREYDBERG, former account executive with Donahue & Coe, New York, has been named director of promotion and advertising for WNEW New York.

VIRGINIA MALEY has joined KFI and KFI-TV Los Angeles publicity and promotion staff. Miss Maley was formerly society editor of *Evansville* (Ind.) *Courier*.

from Tele-Tips WLW-T

'49

The TV Magazine

"Editor" of this video version of a smart, slick sheet is telegenic Rita Hackett who knows what's what in the world. Shifting from her office to "Club '49," where suave Bob Duane is "manager" and Nancy Wright is vocalovely, Rita tete-a-tete's with celebrities for the edification of televiewers. This new type show has a growing appeal for WLW-T's growing audience.

WLW-T CINCINNATI

Crosley Broadcasting Corporation

FARM STATION?

Yes! For almost a quarter-century our entertainment and services have been planned for farmers in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

Births With Music

BABIES are being ushered into the world to music, courtesy of Muzak, at Johns Hopkins Hospital in Baltimore. Muzak is piped into the five labor rooms in the women's institute and into the labor ward. Volume can be controlled by room, or by individuals in the wards, who wear headsets to tune in at will.

SYRACUSE U.

Radio Awards Presented

THREE citations were given last Wednesday to Syracuse U. radio department alumni, at the school's second annual Radio Day ceremonies. Presentations were in recognition of "meritorious achievements by graduates of the university's Radio Center in the fields of radio and television."

Mr. Goldman

Simon Goldman, vice president and manager of WJTN and WJTN-FM Jamestown, N. Y., won in the field of radio station management. In the field of radio and television sales, John Warren, sales manager of WNBC and WNBT (TV) New York, was cited, and Marty Glickman, WMGM New York sportscaster was honored for his contributions to radio programming.

Among highlights of the day's program was a panel discussion led by Charles H. Wolfe, director of radio and television research at BBDO, on "Training of Broadcast Personnel."

WAB To Meet

ANNUAL meeting of the Western Assn. of Broadcasters, is to be held Sept. 8-10 at Banff Springs Hotel, Banff, Alta. William Guild, CJOC Lethbridge, and WAB president, made the announcement.

VIRGINIA ASSN.

Annual Meeting May 26-27

THREE NAB executives will address Thursday sessions of the Virginia Assn. of Broadcasters annual meeting to be held May 26-27 at the Tides Inn, Irvington, Va.

At the Thursday morning session, Richard P. Doherty, NAB director of employe-employer relations, will discuss the study he has just completed on station operating efficiency. A. D. Willard Jr., NAB executive vice president, will speak at a luncheon scheduled for Thursday at 1 p.m., and that afternoon at 2:30 Maurice Mitchell, head of NAB's Dept. of Broadcast Advertising, will talk on local station selling technique. Mr. Mitchell's talk will be followed by a sales clinic. Lloyd Venard, Edward Petry & Co., is scheduled for a talk Thursday morning at 11:30.

Friday morning session will open with a report by the VAB legislative committee chairman, C. T. Lucy, WRVA Richmond general manager. Session will close with election of officers and a report of the resolutions committee, John W. New, WTAR Norfolk sales manager and VAB president, announced.

WLYN-FM Transit FM

TRANSIT RADIO got underway officially in the North Shore section of Massachusetts late last month when Mayor Stuart A. Tarr of Lynn, Mass., dedicated the new service in a special ceremony. Using WLYN-FM Lynn, the system has been installed in 300 busses of the Eastern Massachusetts Street Railway Co. in its Salem, Lynn, Medford and Malden divisions. WLYN-FM, operated by the Puritan Broadcast Service, is on the air from 7 a.m. to 9 p.m. Sports results and late news items will be fed to the bus system. A. M. Morgan is manager of WLYN and WLYN-FM.

CHUB Nanaimo, new 250 w station on 1570 kc., officially opens on May 24. Studios are located in Hotel Malaspina at Nanaimo, B. C.

"VIC" DIEHM SAYS:
Get in the Know-Now!
Yes, get in on your share of this $103,000,000 market now! Our 90% listening audience is a buying audience. Direct sales gains are the results of your WAZL spent advertising dollar. For further information contact
Vic Diehm c/o WAZL
or
Robt. Meeker Assoc.
521 Fifth Ave.
N. Y. C.
AFFILIATED WITH NBC - MBS
WAZL
THE VOICE OF PENNSYLVANIA'S HIGHEST CITY
Established 1932 - Hazleton, Pa.

Production

RAY RICH, radio and TV production veteran, has been appointed production director of WDSU Broadcasting Services Inc., WDSU AM-FM-TV New Orleans.

RALPH L. BURGIN Jr., producer at WNBW (TV) and WRC Washington, has been appointed program manager of WNBW. He succeeds CHARLES KELLY, resigned. Mr. Burgin joined NBC in Washington in 1942, and during war was an Armed Forces Radio station manager. He rejoined WRC in 1947.

JOHN MESTON, CBS Western Division editor, has been appointed editor of network programs, Hollywood, effective May 15, replacing JOHN DUNKEL who resigns to complete new novel and play.

WILLIAM L. DEAN has been named program director of WIBC Indianapolis, Ind. He has served as program director of WIRE Indianapolis.

Mr. Dean

LES GRIFFITH, announcer at WJZ New York, has been elected a vice chairman of Press, Advertising, Radio Chapter of American Veterans Committee. WALTER PICK, radio attorney, is group's new secretary, and VICTOR SACK, director of *Grand Slam* (CBS) give awayshow, is treasurer.

JOHN MacDOUGALL, program director of WGYN-FM New York, has been signed for announcing chores on *Colgate Television Theatre*, NBC-TV, Mondays, 9-9:30 p.m.

SCOTT DAVIS has joined announcing staff of WSAP Portsmouth, Va. Prior to going into service he was with WBRK Pittsfield, Mass., and KTBS Shreveport, La. Mr. Davis recently finished nation-wide tour with Mae West.

RON DUNN, freelance announcer and formerly with WFAA Dallas, has joined WOR New York, as staff announcer. ALBERT F. SCHNEIDER has joined station as summer relief announcer.

SAMUEL CHOTZINOFF, general music director of NBC, has been appointed musical director of RCA Victor Red Seal records. He will continue in his NBC post.

DON WHITMAN, producer of *Driver's Playhouse* on KOIN Portland, Ore., has resigned to do an independent study of television programming and production in New York, anticipating entrance into TV.

AL OWEN, disc jockey, is joining WFPG Atlantic City, N. J.

KNOX MANNING, CBS Hollywood announcer - commentator, has been named Los Angeles director of Housewives' Protective League.

PAUL STEWART, KFWB Hollywood announcer, is the father of a boy, Gregory Randall.

BOB HANSEN has been named program director at KTRI Sioux City, Iowa, after working as news editor. He succeeds SHEL SINGER, resigned.

PEN BROWN has returned to WTAG AM and FM Worcester, Mass., announcing staff after year's stay in the South for his health.

CLIFF LEVINE, and JAMES DUNCAN have joined KFMB-TV San Diego as producer and engineer respectively. Mr. Levine was formerly with Stodel Adv. Co., Los Angeles; Mr. Duncan with KTLA (TV) that city.

REED BROWNING has been named announcer of ABC *Breakfast in Hollywood*.

MAXINE ARTO McKIBBEN, under name of "Jane Kerr," has started six weekly quarter-hour program, *Needles and Pins*, on KIDO Boise, Idaho.

ALLAN F. BRUCE, formerly on art staff of J. W. Eccleston Adv., has joined KFI-TV Los Angeles art department.

PAUL A. MYERS, program director of WWVA Wheeling, W. Va., was honored by Gov. Patteson of West Virginia for his work in 1948 Security Bond Drive, on Patriots Day.

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TELECASTING
The Newsweekly of Radio-TV

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ONE YEAR AT $7.00
TWO YEARS AT $12.00

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mail to BROADCASTING TELECASTING
870 Nat'l Press Bldg., Wash., D. C.

IER

(Continued from page 29)

Manners" (NBC)—first award. "Tell It Again" (CBS)—honorable mention.

One-Time Broadcasts — "V. D. — A Conspiracy of Silence" (ABC) and "Between the Dark and the Daylight" (CBS)—both first awards. "One Great Hour," planned-produced by Church World Service and H. B. Humphrey Co. Inc. (ABC, CBS, MBS)—special award.

School Broadcasts—"We Build a Nation" (CBC) and "Canadians at Work" (CBC)—both first awards.

Television Awards

Programs of Various Types—"The Nature of Things" (NBC), "Kukla, Fran and Ollie" (NBC), "Operation Success" (DuMont), "Julius Caesar" (CBS). Short Operas—"The Medium" (CBS) and "The Old Maid and the Thief" and last act of "La Boheme" (NBC)—all (5) first awards.

Regional Networks, Regional Organizations, and Regional and Clear-Channel Stations

Religious—"Treasury of Jewish Folklore" (WNEW New York)—first award. "World Over Playhouse" (WNBC New York)—honorable mention.

Agricultural — "Rural Reporter" (WNBC New York)—first award. "McClatchy Farm Review" (KFBK, KWG, KMJ, KERN, KBEE, all California; KOH, Nevada) and "WOW Farmers' Trip to Europe" (WOW Omaha, Neb.)—both honorable mention.

Women's Programs—"Martha Deane Program" (WOR New York)—first award. "Keep Up With the Times" (WQXR New York) and "Especially for Women" (KOAC Corvallis, Ore.)—both honorable mention.

Cultural—"Student Writers' Workshop" (WHA Madison, Wis.) and "Concert or Corn" (KMOX St. Louis)—both first awards. Also four honorable mention awards: "Stories for Marmaduke" (WOWO Fort Wayne); "Author Meets the Critic" (WNBC New York); "Knowledge in Action" (KVOD Denver); "Natural Treasure" (WNBC New York).

Personal and Social Problems—"It's Your Life" (WMAQ Chicago) and "Destination Freedom" (WMAQ Chicago)—both first awards. Also six honorable mention awards: "Keeping Well" (WFBR Baltimore); "The Knave of Hearts" (KLZ Denver); "Roger Kilgore, Public Defender" (WOR New York); "New World A-Coming" (WMCA New York); "Inside New York" (WMCA New York); "Man and Medicine" (KFEL Denver). Special award to "Il Prossimo Tuo" (WOV New York).

Presenting Public Issues—"Generation on Trial" (WLW Cincinnati)—first award. "State of the City" (WCAU Philadelphia)—honorable mention.

News Interpretation — "Reporter at Large" (WMAQ Chicago)—first award. "This Week in History" (CJOR Vancouver, B. C.)—honorable mention.

Furthering International Understanding—"WOW Farmers' Trip to Europe" (WOW Omaha) and "Destination Palestine" (CJOR Vancouver, B. C.)—both first awards. "Little Songs About U.N." (WNEW New York)—special award. Citation: ". . . for imaginative and astonishingly successful application of the techniques of commercial radio to the formidable problem of personalizing the United Nations and its agencies."

Special One-Time Broadcasts—"Malice Toward None" (WMAQ Chicago); "Twenty-Four Hours Under Communism" (WWJ Detroit), and "And Sudden Death" by Don Lee Broadcasting Co. (KHJ Los Angeles)—all three first awards. Also special citation to "Thousands of Characters in Search of a University" (CBM Montreal).

Children's (Out-of-school Listening) —"Children's Bookshelf" (WCAE Pittsburgh) and "Santa Claus Land" (WBNS Columbus)—both first awards. "Children's Songbag" (WCOP Boston) honorable mention.

Teen-Agers (Out-of-school Listening) —"Record Rendezvous" (WPTR Albany) and "The Youth Forums" (WQXR New York)—both first awards. "Mind Your Manners" (WTIC Hartford) and "Youth Looks at the News" (KDKA Pittsburgh)—both honorable mention.

In-School Use (Primary Grades)—"Music Time" (KMBC, KFRM Kansas City)—first award. "Radio Express" (WFIL Phialdelphia)—honorable mention.

In-School Use (Intermediate Grades) —"Standard School Broadcast" (KNBC San Francisco); "Healthy Living in Travis County" (KTBC Austin, Tex.), and "Going Places" (WSUI Iowa City) —all first awards. "Journey Through Musicland" (WWL New Orleans) and "Music in the Air" (WFIL Philadelphia) —both honorable mention.

In-School Use (Junior-Senior High) —"Exploring the Bookshelf" (CBR Vancouver)—first award. "Ecoutez!" (CBR Vancouver, B. C.)—honorable mention.

Local Stations and Organizations

Religious—"Religion Views the News" (WTRY Troy) and "Chapel Chimes" (WAER Syracuse) — both honorable mention.

Agricultural—"Noon-time Neighbors" (WCRC, WBOX-FM Louisville)—first award.

Personal and Social Problems—"City Rent Laws" (WNYC, WNYC-FM New York)—honorable mention.

Cultural—"Behind the Scenes of Music" (WNYC New York)—first award. "Hands Across the Sea" (WNYC New York) and "Ray Zaner, the Poet Scout" (WSBA York, Pa.)—both honorable mention.

Presenting Public Issues—"The American Crisis" (WFBL Syracuse)—first award. "Crossroads of the Future" (WEEI Boston)—honorable mention.

News Interpretation—"Views on the News" (KCVN Stockton, Calif.)—honorable mention.

Furthering International Understanding—"U.N. Proceedings" (WNYC New York)—first award. "Your United Nations" (WAER Syracuse)—honorable mention.

One-Time Broadcasts—"Estrellita, the Little Star" (WAER Syracuse) and "Election Day 1948" (WDZ Tuscola, Ill.)—both first awards. "Snatch-Cat and Tourneapul" (KUSD Vermillion, S. D.)—honorable mention.

Children's (Out-of-school Listening) —"Strange Adventures of Cuddles and Tuckie" (WDAF Kansas City)—first award. "Saturday Morning Story Fair" (WNYC New York) and "Junior Journey" (WEAW Evanston) — both honorable mention.

Teen-Agers (Out-of-school Listening) —"Junior Achievement Radio Workshop" (WICC Bridgeport)—honorable mention.

In-School Listening (Primary Grades) —"Tales from the Four Winds" (WYNE New York)—first award. "The Poetry Parade" (WBOE Cleveland)—honorable mention.

In-School Listening (Intermediate Grades)—"Lady Make Believe" (WBEZ Chicago)—honorable mention.

In-School Listening (Junior-Senior High)—"Grand Jury" (WNYE, WNYC New York)—first award. "America in Song and Story" (WYNE, WYNC New York)—honorable mention.

Organizations Preparing and Distributing Transcribed Series

Religious—"All Aboard for Adventure" (Joint Religious Radio Council)—first award. "The Ave Maria Hour" (Franciscan Friars of the Atonement) and "Families Need Parents" (Upper Room Radio Parish)—both honorable mention.

Cultural—"The University Hour" (U. of North Carolina)—first award. "Favorite Story" (Frederic W. Ziv Co.) and "Songs of the People" (U. of Tennessee)—both honorable mention.

Personal and Social Problems—"Pride of Service" and "Fellowship" (both by Army Air Forces Troop Information Service, OCS)—both first awards. "Stories To Remember" (Institute for Democratic Education); "Marriage for Millions" (Family Service Assn. of America), and "The Inquiring Parent" (National Committee for Mental Hygiene)—all honorable mention. "V.D. Radio Project—Dramatic Series" (Columbia U. Radio Bureau)—special award.

Presenting Public Issues—"Citizen's Committee on Displaced Persons Series" (Citizen's Committee on Displaced Persons)—first award.

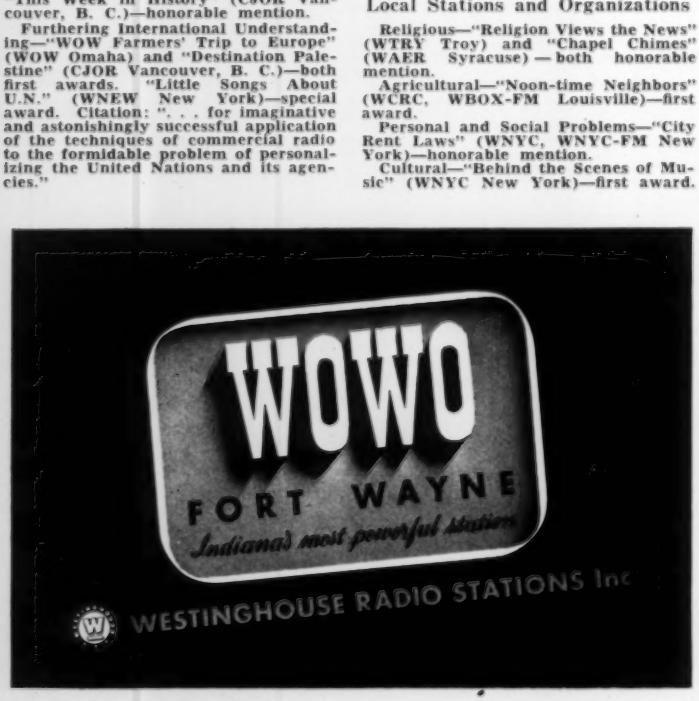
Furthering International Understanding—"Quaker World Service" (American Friends Service Committee)—first award. "Operation U.N." (radio division of United Nations) and "Stories of Today and Yesterday" (CBC International Service)—both honorable mention.

One-Time Broadcasts—"Christmas in New York" (State Radio Bureau of New York State Dept. of Commerce)—first award.

First 15 Program Hooperatings—April 30 Report

Program	No. of Stations	Sponsor & Agency	Hooper	Year ago Hooper	+or−	Pos.
Radio Theatre	149	Lever Bros. (JWT)	21.9	24.5	−2.6	2
Walter Winchell	276	Kaiser-Frazer (Weintraub)	19.8	22.5	−2.7	3
Original broadcast 18.9 Added by 2d bcst 0.9†						
McGee & Molly	165	S. C. Johnson (NL&B)	19.8	24.5	−4.7	1
My Friend Irma	153	Pepsodent Div.-Lever (FC&B)	19.4	18.7	+0.7	9
Talent Scouts	155	T. J. Lipton Div.-Lever (Y&R)	18.5	17.8	+0.7	13
Jack Benny	174	American Tobacco (BBDO)	16.0	20.7	−4.7	4
Original bcst 14.5 Added by 2d bcst 1.5†						
Crime Photographer	149	Toni Co.-Div. Gillette (FC&B)	15.6	10.0	+5.6	51
Bob Hope	151	Lever Bros. (Y&R)	15.2	18.6	−3.4	10
People Are Funny	164	B & W Tobacco (Seeds)	14.6	11.3	+3.3	40
Suspense	164	Electric Auto-Lite (Newell-Emmett)	14.0	—	—	—
Stop the Music (8-9 p.m.)						
(8:00-8:15, 11.2)	181	P. Lorillard (L&M)	13.9	—	—	—
(8:15-8:30, 13.4)	181	Eversharp (Biow)				
(8:30-8:45, 15.1)	182	Speidel Co. (C&P)				
(8:45-9:00, 16.0)	181	P. Lorillard (L&M)				
Mystery Theatre	149	Sterling Drug (D-F-S)	13.8	12.0	+1.8	36
Inner Sanctum	154	Emerson Drug (BBDO)	13.7	12.1	+1.6	35
Truth or Consequences	143	Procter & Gamble (Compton)	13.7	20.0	−6.3	6
Duffy's Tavern	160	Bristol & Myers (Y&R)	13.7	16.1	−2.4	18
Mr. District Attorney	160	Bristol-Myers (DC&S)	13.7	16.5	−2.8	16

†Second broadcast on same day in some cities provides more than one opportunity to hear program.



PR BOOK

Covers Retail Field

PUBLIC RELATIONS FOR RETAILERS. By Tom Mahoney and Rita Hession. 248 pp. The MacMillan Co. $4.50

RADIO and television, and their place in retail public relations, are touched on occasionally in *Public Relations for Retailers*, authored by Tom Mahoney, Young & Rubicam Inc., New York, and Rita Hession, New York public relations consultant.

Mr. Mahoney, of the agency's public relations staff, and Miss Hession point out the success many stores have had with special programs beamed to specific audiences. They go far astray, however, when advocating radio and television as "increasingly important vehicles for news of stores" by stating that "at this writing, and probably for years to come, there will be so many program hours to be filled on television stations that many of them will continue to give free time to any interesting topical stunt that a store can evolve."

New WCSI Studios

WCSI(FM) Columbus, Ind., is scheduled to start broadcasting from its new studios in the Crump Theatre Building, Columbus, today (Monday). Graeme Zimmer, radio director of Syndicate Theatres Inc., owner of WCSI and WWNI Wabash, Ind., made the announcement. Three studios will be in use, all with indirect fluorescent lighting and of the latest design, Mr. Zimmer said. Tentative plans also were announced for a new sign-on time of 6 a.m., beginning May 30. WCSI operates on Channel 229 (93.7 mc).

Tornado Broadcast

J. D. JONES, chief engineer and partner-owner of KTAT Frederick, Okla., interrupted a downtown studio program when he saw a tornado approaching on the afternoon of April 30, set up a microphone at the transmitter and described the storm. The tornado, one of several that struck Oklahoma that day, broke up before reaching Frederick but destroyed several farm buildings and homes nearby, KTAT reported. KSWO Lawton, Okla., which was monitoring stations in its area, caught the KTAT tornado broadcast and repeated it as a storm warning for Lawton.

IF YOU take time to read this ad, then take time to write a letter to Radio Station KTRE, Box 701, Lufkin, Texas, for full particulars on the sales job KTRE can do for you. KTRE . . . the station with three networks.

FCC Actions

(Continued from page 66)

CP new FM station to change ERP to 2.25 kw etc.

TENDERED FOR FILING

Assignment of CP

KCLF Salinas, Calif.—Assignment of CP from Edwin N. Kaufman and Alvin B. Kaufman d/b as Radio Twins Bcstg. Co. to Well-Worth Bcstg. Co.

KOWH and KOAD-FM Omaha—Assignment of license and CP from World Pub. Co. to Mid-Continent Bcstg. Co.

Transfer of Control

WTLS and WAAM-TV Baltimore—Transfer of control of Radio Television of Baltimore to Ben Cohen, Samuel Carliner and Herbert Levy as voting trustees for Cohen Bros. and others.

AM—870 kc

WGTL Kannapolis, N. C.—Mod. CP to change from 870 kc 1 kw D to 870 kc 1 kw L.

AM—560 kc

KPQ Wenatchee, Wash.—CP new AM station to change from 560 kc 1 kw unl. to 560 kc 5 kw unl. DA-N.

AM TRANSFERS

Commission Approves 13

TRANSFERS involving 13 AM stations—one of the largest totals in recent weeks—were approved by FCC last Thursday.

They included the $130,000 sale of WINX Washington, D. C. by the *Washington Post* to William A. Banks, owner of WHAT-AM-FM Philadelphia. Under FCC's duopoly rule, the *Post* was required to dispose of WINX when it acquired control of WTOP Washington from CBS.

FM affiliates were included in two cases.

Details of the grants:

WLAU Laurel, Miss.—Relinquishment of control of Southland Bcstg. Co. by Hugh M. Smith and acquisition of negative control by James V. Willson and by C. H. Leggett. Mr. Smith sells 50.18% to Mr. Willson for $27,181; one additional share of capital stock is issued to Mr. Leggett (now holding 49.82%) for $181, in order to equalize stock ownership. Mr. Willson is former WAPI Birmingham program director. WLAU is assigned 250 w on 1490 kc.

WROD Daytona Beach, Fla.—Acquisition of negative control by $20,000 transfer of 25% of stock from Wade R. Sperry to Lakeland Bcstg. Corp., licensee of WLAK Lakeland, Fla. Lakeland, already owning 25% of WROD, is headed by S. O. Ward, president-treasurer, 51%. Station is assigned 250 w fulltime on 1340 kc.

KTAT Frederick, Okla.—Assignment of CP from Frederick Broadcasting Co., to new partnership composed of present three partners, plus newcomer, Jack W. Oswalt, business manager of KTAT. He acquires 25% interest for $4,000 plus certain services. Others include: J. D. Jones Jr., 30%; Ronald W. Wheeler Jr., 30%; and Winston A. Jones, 15%. KTAT is assigned 250 w daytime on 1570 kc.

WINX and W3XOT Washington, D. C.—Assignment of license of WINX and associated facilities from WINX Bcstg. Co. to William A. Banks for $130,000. Mr. Banks is owner of WHAT-AM-FM Philadelphia. In authorizing assignment of experimental booster authorizations, Commission pointed out that in view of unsatisfactory nature of experiment to date there is no assurance that authorizations will be renewed or, if renewed, that they will not be terminated at an early date. WINX was offered for sale when "Washington Post," owner, acquired control of WTOP Inc., comprising WTOP and WINX-FM. WINX is assigned 250 w on 1340 kc.

WCNU Crestview, Fla.—Assignment of license from Cyril W. Reddoch and L. Burson Whittington (Gulf Shores Broadcasting Co.), to another partnership composed of Mr. Reddoch, John B. McCrary and D. G. O'Neal for $12,500. Mr. Reddoch retains 50% interest while Mr. Whittington sells his 50% holding equally to Messrs. McCrary, WCNU general manager, and O'Neal, station's commercial manager. WCNU is assigned 1 kw day on 1010 kc.

WRLD and WRLD-FM Lanett, Ala.—West Point, Ga.—Assignment of license of WRLD and CP for WRLD-FM from L. J. Duncan, Leila A. Duncan and Josephine Rawls d/b as Valley Bcstg. Co. to Valley Bcstg. Co. Inc. for 67,000. New firm is composed of: J. C. Henderson, editor-publisher and 90% owner of "Alexander City Outlook," and secretary-treasurer and 40% owner of WRFS Alexander City, Ala., president and owner of 434 shares; J. L. Coley, general manager and 51% owner of WRFS, 168 shares; W. G. Jones, manager and 49% owner of Lanett, Ala., "Valley Tribune" and 49% owner of the Opelika, Ala., "Eagle", secretary-treasurer, 28 shares; Mr. Duncan, 70 shares. WRLD is assigned 250 w on 1490 kc.

KRUZ Santa Cruz and KDON Monterey, Calif.—Assignments of licenses of KRUZ from Monterey Bay Bcstg. Co. to Central Coast Counties Radio Inc. and of KDON from Monterey Peninsula Bstg. Co. to Monterey Radio Bcstg. Co. This is, in effect, an exchange of stations between parties owning KRUZ and KDON [BROADCASTING, Feb. 21]. Comr. Jones and Hennock voted for hearing. KRUZ is assigned 1 kw on 1460 kc; KDON 250 w on 1240 kc.

KFRD Rosenberg, Tex.—Assignment of CP from Fort Bend County Bcstg. Co. (J. E. Junker, trustee) to Fort Bend Bcstg. Co., a new corporation. Exchange of stock. Original applicant is composed of ten individuals who are forming corporation [BROADCASTING, May 24, 1948]. KFRD is assigned 500 w daytime on 980 kc.

KPAS Banning, Calif.—Assignment of license from Carl Phillips, Robert W. Phillips and Rep. John Phillips d/b as Pass Bcstg. Co. to new partnership of same name composed of William T. Smith and David Robbins as equal owners, for $52,500. Mr. Smith is owner of Pacific Mill and Lumber Co., Los Angeles, and has been AM applicant at Bakersfield and Palm Springs, Calif. Mr. Robbins is owner of United Mfg. Corp. of California, Vernon, Calif. Station is assigned 250 w on 1490 kc.

KBIO Burley, Idaho—Assignment of license from Jessica L. Longston, sole owner, to a corporation in which Miss Longston retains control. KBIO is assigned 1400 kc, 250 w unlimited.

WFTC Kinston, N. C.—Assignment of license from Jonas A. Weiland to A. K. Barrus, banker, president 21.33%, and following businessmen: Leo Brody, 11.11%; John Dawson, 11.11%; Leo Harvey, 19.77%; J. E. Peterson, 1.11%; C. Felix Harvey, 1.89%; J. H. Tyler, 3.78%; Paul Baker, 1.11% and H. B. Canady, .22%. Total consideration $61,000. WFTC operates on 1230 kc 250 w unlimited.

WKYB and WKYC(FM) Paducah, Ky.—Transfer of control from Citizen's Savings Bank to Mrs. Florence B. Paxton, Edwin J. Paxton Jr., Mrs. Marie L. Decker, Francis R. Paxton, Patricia Ann Paxton and James F. Paxton, by reason of maturity of trust agreement.

Box Score

SUMMARY TO MAY 5

Summary of Authorization, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	1,975	1,924	236		416	251
FM Stations	724	316	563	22*	90	29
TV Stations	60	8	113		327	180

* 8 on air

AM APPLICATIONS

Prineville, Ore.—Radio Central Oregon Inc., 650 kc, 1 kw, daytime; estimated cost $29,698.09. Principals: Colin R. Matheny, president 25%; Robert M. Bruce, sales manager of KYJC Medford, vice president 24.444%; Norbert J. Miksche, sales, KYJC, director 24.444%; Chester J. Stuart, chief engineer KYJC, director 24.444%; Paul B. Kelly, partner in lumber mill, director; Howard N. Dietrick, 50% owner of Dietrick, Oswald & Co., certified public accountants, Portland, secretary-treasurer .555%; W. B. Minor, retired, director .555%. There are four minor stockholders. Filed April 29.

Lumberton, N. C.—Tobacco Land Radio Co., 860 kc, 1 kw, daytime; estimated cost $13,980. A. L. Faulk, sole owner, is general manager of WCKB Dunn, N. C. Filed April 29.

Bedford, Va.—Bedford Bcstg. Co., 1490 kc, 250 w, unlimited; estimated cost $23,847.47. Principals: Addison P. Marsh, engineer, WWOD Lynchburg, president 2%; James E. Synan, student, vice president 2%; Kenneth I. Duffin, secretary 2%; Remond A. Owen, treasurer 2%; Robert C. Atherholt, 50% owner of Hampton Looms of Virginia, 28%; Ludwell A. Strader, president, Strader-Taylor Investment Bank Inc., 18%; Gordon L. Synan, general manager of Hampton Looms of Virginia, 28%; Constance I. Marsh, owner of a real estate business, 18%. There are more than 20 stockholders with less than 3% each. Filed April 29.

Murphysboro, Ill.—Illinois Baptist State Assn., 1230 kc, 250 w, unlimited; estimated cost $21,365. This is a non profit corporation. A. L. Cox is chairman of the radio committee. Filed May 3.

Elizabethtown, Ky. — Elizabethtown Broadcasting Co., 1400 kc, 250 w, unlimited; estimated cost $19,090. Principals: J. W. Hodges, 25% interest in Lincoln Loan Co., 20%; C. A. Diecks, owner of Diecks Lumber Co., and Victory Homes, 20%; H. F. Skidmore, ⅔ owner of a hardware company, 20%; Stokley Bowling, owns insurance, real estate and coal businesses, 20%; Horace E. Tabb, attorney, 20%. Filed May 4.

New Rochelle, N. Y.—New Rochelle Broadcasting Co., 1460 kc, 500 w, daytime; estimated cost $20,288.33. Julian H. Gins, sole owner, has a construction permit for WGNR-FM New Rochelle and is president and owner of New Rochelle Broadcasting Service Inc. Filed May 4.

TV APPLICATIONS

Boone, Iowa—Boone Broadcasting Co., Channel 7 (174-180 mc), ERP 2.5 kw visual, 1.25 kw aural, antenna height 215 ft. above average terrain; estimated cost $60,000, first year operating cost $9,600, revenue $12,000. Principals: Harold L. Fisher, shoe business; Robert E. Munn, owner Rickenbergs Dept. Store; Bert W. Miller, drug store; Harold A. Garvey, general manager Boone "News-Republican"; Mrs. Harold A. Garvey, editor publisher Boone "News-Republican"; Ralph E. Capps, advertising, Boone "News-Republican"; Dan Garretson, electrical contractor. Applicant has application pending for AM station on 1590 kc, 1 kw daytime. Filed May 4.

Saginaw, Mich.—Booth Radio Stations Inc., Channel 8 (180-186 mc), ERP 2.75 kw visual, 1.38 kw aural, antenna height above average terrain 233 ft; estimated cost $60,730, first year operating costs $58,000, estimated revenue $52,000. John Lord Booth is owner of Booth Radio Stations Inc. Filed May 5.

Salisbury, N. C.—Mid-Carolina Broadcasting Co., Channel 4 (66-72 mc), ERP 18 kw visual, 9 kw aural, antenna height above average terrain 275 ft. Filed May 5. RETURNED May 5, not properly executed.

ALLOCATIONS

Remote Pickups Fare Well

BROADCASTERS appeared elated with the provisions made for remote pickup facilities in FCC's final decision on general allocations for mobile and fixed services, handed down last Tuesday.

The decision allotted to remote pickup 19 channels in the 25-30 mc band on an exclusive basis, approximately the same space it already had in the 152-162 mc region, and 20 exclusive channels in the 450-460 mc band. Allocations are effective July 1.

Abandons Proposal

Thus the Commission abandoned the proposal it had made to push remote pickup (relay broadcast) out of the 152-162 mc band, but made effective its plan to let this service have space between 450 and 460 mc while giving it other channels it didn't have before between 25 and 30 mc.

In response to queries raised by Allen B. DuMont Labs, the Commission ruled that the 19 exclusive 20-kc channels assigned remote pickup in the 25-30 mc area may be used by television as well as AM and FM. Thus television, which in the past has had to use wire lines for TV audio pickups, henceforth will be able to use relay facilities for this purpose.

Rules adopted by the Commission covering all allocations in the proceeding—the report alone was 58 pages in length—were published in the May 6 *Federal Register*, copies of which may be ordered from the Superintendent of Documents, Government Printing Office, Washington 25, D. C. FCC is unable to provide copies, due to the size of the documents.

WSTC and WSTC-FM
STAMFORD, CONN.
"The Gateway to New England"
A B C Affiliate
Representative: J. P. McKINNEY & SON

When It's BMI It's Yours
Another BMI "Pin Up" Hit—Published by Hill & Range
CANDY KISSES
On Records: Johnny Mercer—Cap. 57-558; Fontaine Sisters—Vic. 20-3429; Danny Kaye—Dec. 24623; Eugenie Baird—Hi-Tone 117; Eddy Howard—Mer. 5272; Elton Britt—Vic. 21-0006; Red Foley—Dec. 46151; George Morgan—Col. 20547; Eddie Kirk—Cap. 15391; Bud Hobbs—MGM 10366.
On Transcriptions: Buddy Weed—Associated; Jan Garber—Capitol; Billy Williams—Lang-Worth; Foy Willing—Lang-Worth; Novatime Trio—NBC Thesaurus; Vincent Lopez—NBC Thesaurus; Eddy Howard—World.
BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK 19, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD
BMI

GODFREY

Top CBS Wage-Earner in 1948

ARTHUR GODFREY, radio funnyman, was the top wage-earner in 1948 in the books of Columbia Broadcasting System Inc., while Lowell Thomas, news commenator, was the top "independent contractor" on the network. Mr. Thomas received $402,300 for "program services."

On the regular payrolls, Mr. Godfrey hit top-dollar with $258,-450—a sum which did not include payments to Arthur Godfrey Productions. The latter got $123,-623.93 for "program services" from CBS while the CBS subsidiary, Columbia Records Inc., paid it $58,440.72 for sales of records.

The comedian's pay surpassed that of Frank Stanton, president of the network. Mr. Stanton received $109,798.80, a sum which included a $39,702.50 bonus. The president also had $9,296.11 paid for him for pension plan and $71.84 for group life insurance. These latter payments CBS does not consider "remuneration."

Third place in the CBS payroll sweepstakes went to John Reed King, radio artist, who received $95,795.80.

Several "independent contractors"—neither employes, officers or directors—did better than the top three payrollers. For example, Tom Howard was paid $218,751.25 for "program services."

These financial facts, together with many others, became public property last week when the network filed its annual report with the Securities Exchange Commission.

William S. Paley, chairman of the board, was listed as the only person owning more than 10% of CBS stock. On Jan. 1 he owned 223,500 shares or 29.45% of Class B, $2.50 par value stock. Also in his portfolio was 9.23% of the Class A, $2.50 par value, stock. Payments made to him were not indicated in the report.

CBS' 13 directors, however, of which Mr. Paley is one, received $372,980.46 during the year, plus $46,835.24 in pension payments and $931.59 in group life insurance payments. Included in the directors payments was Mr. Stanton's remuneration.

Twenty officers, who were not directors, received $561,516.41. Pension plans for them received $61,058.34 while group life insurance payments for them totaled $2,823.01.

Fifty-six employes received more than $20,000 during the year. The total for them came to $2,293,-904.75. Pension payments for them were $37,152.44, while group life insurance payments were $3,786.60. Executives, however, were not the main beneficiaries, a footnote made clear. The major portion of the 56 employes who divided up the $2,293,904.75 were radio artists, it was said. Their names were not set forth, although they did included Messrs. Godfrey and King.

The names of 21 persons or organizations not employes, directors, or officers of CBS who were paid more than $20,000 for services during the year were given. They were:

Name	Capacity	Remuneration
Roseman, Goldmark, Colin & Kaye	(Legal services)	$92,900.00
O'Melveny & Myers		27,975.00
Carmichael Enterprises		23,000.00
Rooney Inc.		47,500.00
Arthur Godfrey Prod.		123,623.93
Mark Goodson		31,862.50
Tom Howard		218,751.25
Ed Sullivan		53,550.00
Lowell Thomas		420,300.00
William Todman		32,312.50
Patricia Carrington Prod.		23,400.00
William S. Todman & Mark Goodson		82,040.00

VIP Services Inc.	20,947.50
Wolfe Assoc. Inc.	53,427.00
Frank Cooper Assoc.	165,275.00
Martin Gosch Prod. Inc.	22,424.50
Broadcast Measurement Bureau	44,013.00
C. E. Hooper Inc.	51,206.00
A. C. Nielsen Co.	135,938.00
Paul Kesten (Consultant)	25,000.00
James D. Landauer Assoc. (Real estate consultant)	22,500.00

CBS methods of depreciation and amortization also were set forth in the report. It is writing off television equipment over an eight-year period; it's long wave gear over a 10-year span.

The subject of talent contracts, program rights, scripts, etc., also was mentioned in the report. CBS stated it is amortizing them on the basis of estimates of their useful lives at rates of 10-20% per annum. The Jack Benny deal, presumably, would fall into this classification. Because of the network's 1948 talent deals, this classification rose from $328,558 to $1,226,486.

10 AM GRANTS

Estimated Cost $150,000

GRANTS for 10 new AM stations, representing installation costs estimated at more than $150,000, were issued by FCC last Thursday.

Six were for daytime stations, two of which will operate with 1 kw and four with 250 w; three were for 250 w fulltime stations and one for 100 w fulltime.

The grantees and their assignments, ownership, and estimated construction costs were as follows:

Festus, Mo.—Jefferson County Radio and Television Co., 1010 kc, 250 w, daytime. Co-partners: Amos Anthony Govero, 49% owner C. E. S. Truck Lines Inc., Crystal City, Mo., and 49% owner Govero Bros. filling station, Festus; Donald Meinrad Donze, sales manager KSGM Ste. Genevieve, Mo.; and Clifton Matthews Poindexter, KSGM program director. Estimated cost $10,350.

Beverly, Mass.—Conant Broadcasting Co. Inc., 1540 kc, 250 w, daytime; estimated cost $14,176. Principals: C. Henry Glovsky, attorney, president 32%; Neiland J. Douglas, co-partner in real estate firm of Morgan & Douglas, treasurer 4%; Harry A. Glovsky, attorney, clerk 32%, and Hymen S. Glovsky agent and assistant manager at Palmer, Mass., Metropolitan Life Insurance Co., 32%.

North Adams, Mass.—Neal W. Welch, 860 kc, 250 w, daytime; estimated cost $18,924. Mr. Welch, sole owner, is sales administrator, Sprague Electric Co.

Lebanon, Tenn.—Lebanon Broadcasting Co., 900 kc, 250 w, daytime; estimated cost $12,000 exclusive of land and buildings. Principals: James Carl Richmond, ⅓ owner of five and ten cent store, president 33⅓%; Stewart G. O'Dell, music director, WOPI Bristol, Tenn., vice president 33⅓%; Warren G. Gilpin, engineer at WCDT Winchester, Tenn., 33⅓%.

Kelso, Wash.—Northwest Public Services Inc., 1490 kc, 250 w, unlimited; estimate cost $12,270. Principals: Roscoe A. Day, industrial analyst, Bonneville Power Administration, Portland, Ore., 20%; Henry H. Alderman, Bonneville Power Administration, 20%; Frederick C. Arpke, economist, Bonneville Power Administration, 20%; J. Kenneth Kaseburg, legal adviser, Bonneville Power Administration, 40%.

Northampton, Mass.—Pioneer Valley Broadcasting Co., 1400 kc, 250 w, unlimited; estimated cost $10,385 exclusive of land and buildings.

Natchez, Miss.—Old South Broadcasting Co., 1450 kc, 250 w, unlimited; estimated cost $17,475. Principals: M. T. Seale and H. J. Jennings. Mr. Seale is lumber mill operator and owner and Mr. Jennings has been salesman, announcer and program director for various stations.

Fulton, N. Y.—Don J. Kesterke, 1300 kc, 1 kw, daytime; estimated cost $23,-000. Applicant is works manager of Diltz Machine Co., paper making machinery manufacturer, and owner DK Products Co., general machine shop, both at Fulton.

Big Spring, Tex.—Leonard R. Lyon, 1400 kc, 100 w, unlimited; estimated cost $18,000. Mr. Lyon is commercial manager and technician at KWCO Chickasha, Okla.

Osceola, Ark.—H. F. Ohlendorf, 860 kc, 1 kw, daytime; estimated cost $20,-950. Mr. Ohlendorf is engaged in farming.

KWK OWNERSHIP

'Globe-Democrat' Has 25%

AN EXPANSION of the *St. Louis Globe - Democrat's* ownership in KWK St. Louis to approximately 25%, with the possibility of additional acquisitions by the newspaper later, is contemplated in an application to FCC last week.

The application seeks Commission approval of a voting trust agreement whereby Robert T. Convey, KWK president and controlling owner, would vote all the stock held by himself, his family and associates except that of the newspaper. The trust would cover 74.7%.

The *Globe-Democrat* bought approximately 17% a few weeks ago for around $165,000 [BROADCASTING, April 18]. The additional shares it now proposes to acquire would amount to a little more than 7% at a price of about $65,400.

Under present plans, designed to help finance KWK's proposed entry into television, the newspaper may acquire up to 20,000 additional shares of stock at $12 per share. This would be accomplished through the issuance of new stock. Thus Mr. Convey would retain control.

WINZ LICENSE

Ordered Revoked by FCC

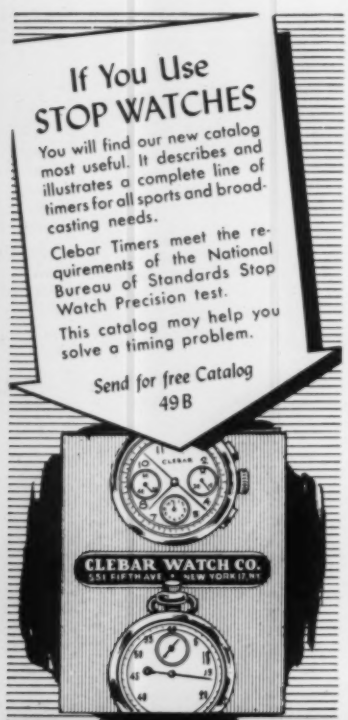
REVOCATION of license of WINZ Hollywood, Fla. was ordered by FCC last week "on the basis of violations of the Commission's Rules and Regulations and Standards of Good Engineering Practice, including notices served upon the licensee."

Hollywood Broadcasting Co., licensee, was allotted 15 days in which to request a hearing, in which event the revocation order would be suspended until the hearing is completed and the case decided.

The station is headed by Jonas Weiland, whose sale of controlling interest in WFTC Kinston, N. C. was approved by the Commission almost simultaneously *(see story page 75.)*

WINZ, established in 1946, is licensed on 940 kc with 1 kw, daytime only, but has a construction permit for 1 kw fulltime. The station has an application pending for use of 50 kw day and 1 kw night.

Chairman Wayne Coy did not participate in consideration of the case.


If You Use
STOP WATCHES
You will find our new catalog most useful. It describes and illustrates a complete line of timers for all sports and broadcasting needs.
Clebar Timers meet the requirements of the National Bureau of Standards Stop Watch Precision test.
This catalog may help you solve a timing problem.
Send for free Catalog
49B
CLEBAR WATCH CO.
551 FIFTH AVE. NEW YORK 17, N.Y.

A HIGHLIGHT of National Assn. of Radio Farm Directors' three-day visit in Washington last week was a Monday news conference with President Truman. Gathered on the White House lawn were the various farm broadcasters who posed with the President. Flanking the President (from immediate left of Mr. Truman outward): George Givens, WGY Schenectady; Phil Alampi, WJZ New York; Paul Vissar, NBC Central Division; Claire Shadwell, WGTM Wilson, N. C.; (right from President) Alice Fulton, U. S. Dept. of Agriculture; Betty Brady, WLW Cincinnati; Agriculture Secretary Charles F. Brannan; Lou Kaiser, Cornell U. extension service; Tom Page, WNBC New York; Amos Kirby, WCAU Philadelphia. Conference for RFDs was arranged by Agriculture Dept.

* * *

FARM DIRECTORS

Convene in Washington

By JOHN OSBON

"TELEVISION is the home demonstrator's dream—it's the most powerful medium ever devised," Agriculture Dept. radio-TV specialists told the National Assn. of Radio Farm Directors at the third USDA-sponsored RFD meeting held in Washington last week.

Over 60 farm broadcasters attended the three-day sessions, which included a conference with President Truman, addresses by Secretary Charles Brannan and other farm officials, and meetings with joint House and Senate agriculture committees.

General theme of interest to farm directors during the meetings, held Monday through Wednesday, was current farm legislation, with Capitol agriculture leaders urging the RFDs to support the Administration's program through broadcasts.

The department's Office of Information took the wraps off its "Project 255," authorized last year under the Research & Marketing Act. Broad purpose is to unearth "research in using television to disseminate marketing information." Ken Gapen, assistant information director for radio and TV, told RFDs the department's first annual report on both would be issued around July 1, with a preliminary report to be released shortly.

USDA is currently preparing five-minute feature shorts on 16mm film and a series of slide films dealing with marketing matter as first steps in the project, Tom Noone, USDA specialist, revealed at the Wednesday TV seminar. He recited problems of film clearance rights and formation of a distribution system which USDA plans to iron out. Out of 225 films currently in its library, only four would be usable on television, he pointed out. Sound films will be added periodically in time. But, for RFDs, film's advantages lie in the fact "you know what goes on and it allows editing." Mr. Noone traced television's technical and productive progress.

Maynard Speece, another radio-TV specialist, said the department has been active in from 25 to 30 TV programs aimed primarily at urban audiences. He called for showmanship, pointing out that the "yardstick of measuring your program is whether sight, motion and sound appear in that order of importance. Programs should be timely, important and, above all, "familiar" to televiewers, Mr. Speece emphasized, with people and animals as top subject matter.

During the seminar, a Rural Electrification Administration spokesman disclosed REA was launching a campaign to encourage state associations to operate radio schools for co-op employes.

President Truman told the RFDs that "we are working on a farm program that is a real one now, and I know that you are all going to cooperate." In a lighter vein he remarked, "At 5:30 in the morning, I'll be listening to you."

A joint session of the House and Senate agriculture committees held a meeting at the request of the NARFD Monday afternoon, immediately following hearings on Secretary Brannan's farm program.

That evening farm broadcasters joined agricultural editors for dinner at the Washington Hotel. RFDs spent Tuesday visiting Agriculture's research center at Beltsville, Md. Final sessions Wednesday closed with talks on farm subjects, a discussion on the Department's policy and service activities and the television report, followed by a reception and luncheon at the Carlton Hotel.

Attending the meeting, in addition to station farm directors, were network directors, county agents, and extension specialists. Attendance:

Alampi, Phil, RFD, WJZ; Arnold, Frances, ext. radio spec. WTAW; Atwood, Frank, RFD, WTIC; Berube, Armand, CBC; Bier, Joe, RFD, WOR; Bliss, Milton, RFD, WHA; Brady, Betty, women's program director, WLW; Brown, Charles L., county-extension radio director, WBOW; Buffum, Jesse H., RFD, WEEI; Buxton, Edward, radio- Telev. representative, Ellington Co.; Cech, Richard, RFD, WKRC; Cooley, Frank, RFD, WHAS; Dries, William, agricultural director NBC, Chicago; Durham, Walter, RFD, WMC; Edwards, Lee, RFD, WKOW; Ellis, Harold, radio editor, U. of Calif.; Eshbach, Charles, New England Farm Radio News Service; Evans, Phil, RFD, KMBC; Farrar, John, Future Farmers of America; Foltz, Miriam, ass't extension-radio, WOSU; Givens, George W., RFD, WGY; Haeg, Larry, RFD, WCCO; Hansen, Mal, RFD, WOW; Harper, Dix RFD, WIOU; Harmon, Frank J., RFD, WTTH; Herrell, Cecil, extension-radio editor, State College, N. M.; Holman, Anna J., extension-radio spec., KWSC; Hyman, Ted, extension-radio spec., WDBG.

Jackson, C. W., RFD, KCMO; Johnson, E. A., county agent-radio director, WKMO; Kadderly, Wallace, RFD, KGW; Kaiser, Louis, extension-radio director, Cornell U.; Kirby, Amos, RFD, WCAU; Langfitt, Merrill, J., RFD, KMA; Leeper, Ted, RFD, WVOT; Lerch, Donald, agricultural director, CBS, Washington; Mack, Chris, RFD, WNAX; Martz, Homer, RFD, KDKA; McQuay, Joe, extension-radio spec., WWVA; Miller, Henry, agricultural supervisor, Voice of America, New York; Miller, Robert, RFD, WRFD.

Orme, El Von W., RFD, KSL; Page, Tom, RFD, WNBC; Plambeck, Herb, RFD, WHO; Rapp, Dorothy, ass't radio farm director, WCOM; Rapp, Murrell, RFD, WCOM; Reck, Sam, extension-radio spec., Rutgers - U.; Salisbury, Grant, extension-radio spec., WKAR; Schmitz, Harold, RFD, KFEQ; Schneider, Sam, RFD, KVOO; Seabrook, Paul, extension-radio spec., Clemson; Seaman, Gerald L., radio executive, Bert Gittins Advertising; Shannon, George, RFD, WWL; Shadwell, Clair, RFD, WGTM.

Tatum, Virginia, ass't agricultural director, CBS, Washington; Vaughan, Sidney, county agent-radio director, WTAG; Visser, Paul, ass't agricultural director, NBC, Chicago; Ward, William B., head, Dept. of Extension-Radio Teaching, Cornell; Weill, Robert K., radio representative, Armand S. Weill Co.; Wells, Marshall, RFD, WJR; Worcester, Charles, RFD, WMT; Zeis, George, RFD, WHKC.

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cate programs by AM affiliates, the FMA counsel stated that 18 months ago that trade association had requested legislative hearing on this matter. He observed that since then the FM industry had been beset with problems resulting from indecision of the FCC.

In addition, Mr. Marks decried "current delays" encountered by applicants seeking FM construction permits. He contrasted this to the time when action was taken in "60 to 90 days."

With regard to video, the FMA official acknowledged the newer art had captured the imagination and was destined for great things. But, he emphasized, it does not spell doom for existing sound mediums.

A forecast that TV will usher in "a new era in education, if wisely used" was made by Ruth Weir Miller, WCAU - TV Philadelphia educational director. She spoke before a work-study group on school broadcasts Friday morning. She told of her experiences of the last two months in presenting TV programs for 31 schools.

She declared: "The experiment in Philadelphia has proved that TV has undreamed of potentialities as a teacher's ally—television is an intimate medium, a most remarkable demonstration and teaching tool."

Radio's Future

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as the lack of network facilities, which would not link the West and East Coasts for another two years, but in five years "will be so generally available that they will no longer constitute a bottleneck."

The fourth limitation to TV expansion was financial, he declared. "Many radio broadcasters that ought to be television entrepreneurs cannot afford that kind of money, and their thinking about television is controlled by the prospect of such expenditures." He repeated his earlier contention that TV should get away from the "carriage trade" concept. He suggested that repeater stations be established for small towns and rural areas, and declared, "These stations would of course be expected to work toward the day when they can provide more and more local service—but that could be a gradual process geared to the economics of the situation."

He pointed out that his ideas on a network of secondary stations acting as repeater stations for the network and metropolitan station programming were "my own," and that no such plan had been considered by the FCC.

He said that television advertising was already heading toward a $25,000,000 level for 1949, and that "I have not heard any trepidation" about its future.

AM and FM Weighed

Corollary to his predictions of a healthy and booming television industry the Commissioner again warned those who would enter AM broadcasting in the future to "carefully weigh" the outlook for television. The caution should extend, he said, to those who are now in the field.

He said he felt the FM figures (725 on the air, 160 under construction), were "quite realistic. They represent those that remain steadfast after a year in which approximately 100 applicants turned in their construction permits for various reasons. I think that most of the water has been squeezed out of those figures."

He urged the educators to make use of the FM frequencies available to them, and not to make the "same mistake education made years ago when it abdicated its position in standard broadcasting." He suggested they investigate the low power availabilities for their schools. "They should be excellent stepping stones into the higher power stations you need to serve the thousands of persons who are waiting to be served."

At Deadline...

WARNER WITHDRAWAL HITS FCC TARDINESS

HITTING FCC delays that have kept its application waiting for year with no hearing yet scheduled, Warner Bros. filed Friday for dismissal of its Chicago TV bid (Channel 13). Firm said it saw no chance for decision before 1951 at present pace. Withdrawal leaves four applicants for two channels under "frozen" proposed allocation.

Action followed Warners' announcement of virtual withdrawal from TV field, [BROADCASTING, May 2], and with only one pending application: Purchase of Mrs. Dorothy Thackrey's KLAC and KLAC-TV Los Angeles and KYA San Francisco for $1,045,000. For clarification, firm also told FCC it intends to go through with purchase of Thackrey properties upon FCC approval and urged "favorable consideration" before contract expires Aug. 1.

GRANT SET ASIDE

GRANT issued Hermitage Broadcasting Corp. last September for WNAH Nashville, Tenn. (1350 kc, 1 kw day) was set aside by FCC Friday on petition of adjacent-channel WKRM Columbia, Tenn. (1340 kc, 250 w). Hermitage application was set for hearing June 10 with WKRM named party to proceeding. Chief owner of Hermitage (55%) is V. T. Irwin Jr., senior statistician, Tennessee Dept. of Employment Security.

KIND PLEA DENIED

FCC Friday denied request of KIND Independence, Kan., 250 w daytimer, seeking permission to operate after hours for broadcasts of local baseball night games.

YANKEE NEGOTIATIONS

EFFORTS to work out a truce in the Yankee Network engineers' strike had failed as BROADCASTING went to press. Network officials and union representatives met with Massachuetts Labor Commissioner John J. Delmonte Wednesday and Thursday to consider his proposal that the strikers return to work under terms of the old contract during a 30-day "cooling-off" period. Recommendation was turned down by the network but a conference between management and labor was held Friday afternoon.

CHERNOW NAMES TRAVIS

WILLIAM TRAVIS, former vice president in charge of radio and television at Leland K. Howe Inc., New York, and before that general manager of WMLO Milwaukee, named radio and television director of Chernow Co., New York.

PARIS MISSION APPROVED

U. S. DELEGATION to International Telephone & Telegraph Conference opening May 18 in Paris approved Friday by President Truman. FCC Chairman Wayne Coy is chairman; Francis Colt de Wolf, chief of State's Telecommunications Division, is Vice Chairman, and FCC Comr. Paul A. Walker, delegate. Seventeen other members of delegation, 12 from FCC, 5 from State [BROADCASTING, May 2]. Most of group leave Thursday, may be away till late August. FCC Comr. Rosel Hyde to be acting chairman of Commission in Mr. Coy's absence. But Mr. Coy may return for a while in mid-conference, depending on (1) situation there, and (2) situation here.

FCC TO HEAR WSNY CASE

DISPUTE between former general manager of WSNY Schenectady and its president over transfers of station stock to be heard by FCC, at least preliminarily. George R. Nelson, former general manager, claims President Winslow Leighton acquired control improperly [BROADCASTING, Aug. 16, 1948]. Mr. Leighton denies, charging Nelson complaint was part of plan to "seize sole and absolute control" [BROADCASTING, Dec. 20, 1948]. FCC called hearing on (1) Nelson petition for investigation; (2) Leighton reply; (3) application for acquisition of control by Mr. Leighton and members of family through minority purchases; (4) petition of Mr. Nelson and Bradley Kincaid and Benjamin Dubb, former stockholders, for hearing on transfer application. Messrs. Leighton and Nelson are co-founders of WSNY.

TWO GET POWER BOOSTS

NEW FACILITIES for WDBC Escanaba, Mich., and boost in daytime power for KIT Yakima, Wash., authorized by FCC Friday. WDBC, Mutual outlet, moves from 1490 kc with 250 w to 680 kc with 1 kw, directionalized. KIT, ABC affiliate on 1280 kc with 1 kw, increases daytime power to 5 kw.

KWHN CASES OFF DOCKET

FCC said Friday it had reconsidered its action of last May calling for hearing on license application of KWHN Fort Smith, Ark., and on request for additional time to complete KWHN-FM. Cases were removed from hearing docket. KWHN-FM completion date extended to Nov. 7.

COVERING 'LIFT' WINDUP

HENRY LA COSSITTE, conductor of Mutual's *Editor's Diary*, Mon.-Fri., 9-9:15 a.m., was to leave May 8 by plane for Berlin to cover conclusion of air lift next Thursday. He will do his regular broadcasts this week, plus special reports to MBS, from Berlin.

NBC, GARDEN NEAR DEAL ON SPORTS COVERAGE

NBC and Madison Square Garden, New York, reportedly near deal which would give network interest in sports promotion enterprise not unlike that of CBS participation in Tournament of Champions. Negotiations in progress between NBC and organization which will succeed 20th Century Sporting Club whose dissolution was announced last week.

Garden ownership reportedly will be major participant in new enterprise. Position of Gillette Safety Razor Co., whose $400,000 contract for rights to Garden events expires May 31, not clear although high executive of Maxon Inc., Gillette agency, told BROADCASTING Friday company hoped to renew contract "on the same basis." In view of Gillette statement, belief was held that NBC was intending to buy piece of promotion corporation, which is not yet named, that will take over contracts and assets of 20th Century.

With NBC as part owner of sports promotion firm it would then be in position of selling rights to Garden events to Gillette and also receiving revenue from sale of time to same company if Gillette chose to broadcast or telecast over NBC. Most Garden events under Gillette sponsorship in past have been telecast by NBC and broadcast by ABC.

PETITIONS TO FCC OPPOSE RICHARDS TRANSFER

MEMORANDUM urging FCC to deny application of G. A. Richards for transfer of control of his stations [BROADCASTING, April 25] was filed Friday by American Jewish Congress, Anti-Defamation League of B'nai B'rith, Jewish Labor Committee, Jewish War Veterans of U. S., and Jewish Community Councils of Los Angeles, Detroit and Cleveland.

Group asked denial of Mr. Richards' plan on four grounds: (1) Proposal "does not effectively eliminate" possibility he will retain influence over station policies; (2) proposed delegation of authority is improper; (3) plan does not meet FCC standards for transfer of control; (4) FCC should decide "serious charges" against Mr. Richards without first passing on transfer application.

Mr. Richards, who has been under investigation on charges he ordered KMPC Los Angeles staff members to slant news against certain minority groups, proposes to retire from and transfer control of stations to three trustees: President John A. Hannah of Michigan State College, Vice President L. P. Fisher of of Fisher & Co., Detroit, and General Motors Vice President Harry J. Klingler, general manager of GM Pontiac Division. Stations: KMPC Los Angeles, WJR Detroit, WGAR Cleveland.

Closed Circuit

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ations representing contending groups are buying white space in same areas. Without taking sides, NAB Executive Vice President A. D. Willard Jr. has brought overall issue to attention of station members.

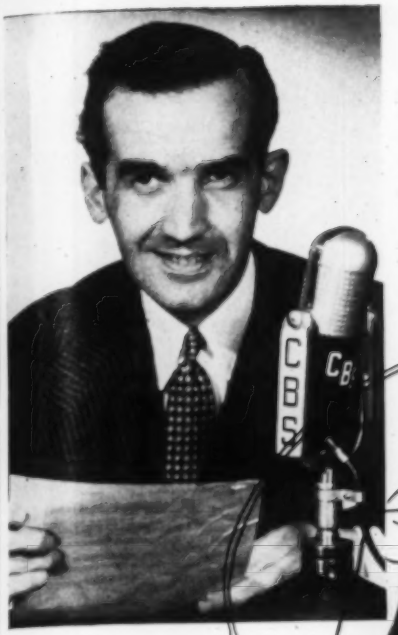
COMR. E. M. WEBSTER, renominated by year term to begin June 30, is chortling over year term to begin June 30 is chortling over what he regards as conquest of trade press. He walked in front door of White House offices a month ago at President's behest, agreed to reappointment, had pleasant chat and walked out unnoticed by press corps. It's understood President then advised him that appointment would go up as soon as 60-day statutory provision could be met and that was on May 4.

CONGRESSIONAL watchdog with 14-man FCC and 6-man State Dept. mission to summer's International Tel & Tel Conference in Paris will be Sen. Ernest W. McFarland (D-Ariz.), chairman of Senate Interstate Commerce radio subcommitteee. While most of delegation leaves Thursday for conference opening May 18, he plans to reach Paris around June 1. FCC General Counsel Benedict Cottone may be delayed till about same time.

TIMETABLE on TV allocations or standards may be determined late this week when ad hoc committee made up of government-industry experts submits final report on its deliberations to FCC. Preliminary proposal for another engineering conference which would cause further indefinite delay is frowned upon by some FCC members. Comr. George E. Sterling, who with Comr. E. M. Webster has been delegated TV coordinating function, is shooting for Aug. 1 deadline for both VHF realignment and UHF allocations and standards.

WHILE U.S. engineers ponder nature of Soviet aerial blockade of Voice of America programs, there's belief in State Dept. quarters that "new type" Russian transmitters are nothing more than old German "jammers" used by Nazis during war. Transmitters are designed for blocking transmission, rather than sending purposes. It's estimated Soviets normally utilize 44 transmitters, with 18 of those previously traced to jamming centers.

CBS STARS ARE ALWAYS SHINING OVER *EASTERN IOWA* VIA **WMT**



Eastern Iowa Listens to Murrow—Tomorrow and Today on WMT

■ Mr. Edward R. Murrow, one of radio's most distinguished reporters, is heard regularly on WMT under the sponsorship of Campbells Soup. Recent winner of the Peabody Award for Reporting (for the second time), Mr. Murrow's citation described him as "... one of the most reliable and shining lights in the overcast of news analysis ..."

Advertising on WMT is one of the most reliable ways of reaching the prosperous farmers and industrious manufacturers of Eastern Iowa. With a loyal audience built up by CBS programming spiced with potent regional news and special events coverage, WMT offers access to 1,131,782 people (within the 2.5 mv line). Listen to the WMT story tomorrow—the Katz Agency has the facts.

600 KC., 5000 WATTS **CEDAR RAPIDS** DAY AND NIGHT

Basic Columbia Network